

# **V5R Media**

## **CASE STUDY**

**Client Struggling With Email  
Marketing Came To Me And  
Made \$3.5k+ From The First  
Email Campaign I Sent**

## Results Achieved

2 premium program sales and over \$3.5k in revenue from one email campaign.



### Services Provided:

- Campaign strategy
- Email copywriting
- Email software management

## The Challenge

### Making sales from a struggling email list

This client was looking for help to increase their monthly email revenue. This was proving difficult as their email list didn't seem to engage too well to the previous emails sent. They hadn't put too much energy into the email side of things so they were losing the interest of their subscribers.

Over the years, their team relied mainly on paid advertising to get new customers. They wanted to make the most out of their advertising dollars spent and to offer their existing list of customers more opportunities to buy from them.

The client's biggest hurdle was finding an email marketing specialist who aligned with their values. They also had to build back the trust lost to sell their products and didn't want to tarnish that relationship.

Because of this, they finally smiled again when they found an email marketing partner who believed in value alignment and focused on relationship-building with email, as that is what moves the needle.

# The Solution

## Creating a relationship-building campaign strategy that gets people hooked on the brand

Following the discovery call with the client, they decided to work with me to increase their monthly email revenue.

I guided them on the best way to ask for the sale with email while maintaining trust with the brand's customers.

Once the best campaign strategy was defined, I was able to reveal more opportunities for increasing email revenue. I shared how sending direct-response style, trust-earning sales emails would continue to increase the brand's email revenue without burning out their list.

A big win came from the first email I sent promoting the client's premium offer and made sales bringing in over \$3.5k.

## The Result:

