



K. M.
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How easily this first email reads even though there are lots of instructions which could be dry. Well done!

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Experience and Certifications

- Proficient with popular email platforms including:
 - Mailchimp
 - Klaviyo
- Email Marketing Certified (HubSpot Academy)

Client: A baby product manufacturer

Project: An informational email series for first-time customers

Objective: Provide information in an engaging way to improve customer satisfaction, brand loyalty and sales

Client Specifications

“Provide awesome, useful content that will help [our customers] with their feeding journey and new journey into motherhood”

Business Challenge

The client wanted to increase sales generated from emails to above 20%. By providing more value to their customers through this email series, they hoped customers would be more likely to open future sales emails and make more purchases as a result. They also hoped to increase brand loyalty. Prior to commencing this project, the client’s emails were achieving open rates of less than 10% and click rates of less than 0.5%.

Solution

- 23 emails; 3 welcome emails and 20 informational emails
- Each email would be personalised with the customer’s name
- The welcome emails would contain 1 discount code for the customer and another discount code for the customer to share with up to 6 friends - later emails would refer to these codes to help increase sales
- Each email would foreshadow the next email in the series so customers know what to expect and to reduce unsubscribe rates if one topic isn’t relevant to a particular customer
- Rather than use the automatically generated email preview, each preview would be specifically crafted to maximise open rates

Performance

	Open rate (%)	Click rate (%)	Unsubscribe rate (%)
This series	44.4 - 59.6	7.1	0.0
Industry average	15.66	2.07	0.24

Example subject lines and email preview text

- Are you safely feeding your baby? – 🍼 only 20% immunity
- The phrase parents fear – Don’t sabotage your breastfeeding success
- The most important email you’ll read today – How [Company] helps with reflux and colic