

DESIGN GUIDELINES:

- Should be fairly on brand, but does not need to perfectly fit the aesthetic of the rest of the site. Feel free to take some risks here and do something more fun.
 - Inspiration landing pages:
 - [Hashtag Monday](#)
 - [Landing page solution - HOOX](#)
 - [Oddit | Brand-First CRO™](#)
- Words to describe the look/feel:
 - Clean
 - Modern
 - Fresh
 - Open (more like Hoox than Hashtag Monday)
- Make it “chunky.” Break up the page with visuals that draw the eye in and make a point.
- Emphasis should be on the content though, not the design
- Should be spectacular on both mobile and desktop
- Call To Action (CTA) buttons should be inviting to click and should link to a form with the following fields:
 - Name
 - Email address
 - URL
 - Avg monthly visitors
 - Goals
 - Note: this form should be designed, and let's have it live at the very bottom of this page. We need a link to get back to where they originally clicked the CTA in case they want to go back and keep reading.
- There should be no navigation to a place off of this page except the logo (for now) which goes to the Fuel Made home page. In time we may not link the logo either.
- The logo section will take some creativity to pull off on desktop and mobile. Idea is to show off some of our work for each one. At least one, and maybe multiple examples of our work for that client. These are tall skinny screenshots (it's of emails). If doing more than one isn't workable, let's start with just one email example per logo. It should be super smooth/easy to interact with. Maybe something on hover? Open to any and all ideas here. We want to make sure it's accessible, too.

DEVELOPMENT GUIDELINES:

- This page should be very easily editable because we're going to tweak and change this a lot. IDEALLY not in theme settings, although I suspect that might be inevitable.
- Talk to Carson about your implementation plans before starting
- The form at the bottom of the page should spit out a confirmation message right where the form lives now.
 - Submitting the form should also trigger a “conversion” event in GA (our current contact page does this)
- This page doesn't need to use the same stylesheet as the rest of the site, and in fact maybe it shouldn't.

- There should be no navigation to a place off of this page except the logo (for now) which goes to the Fuel Made home page. In time we may not link the logo either so maybe make that a toggle.

H1:

Your email marketing could be driving a *lot* more revenue than it is.

Brands partnering with us average a Klaviyo ROI 2x higher than the Klaviyo average, and generate a Xx return on their investment in us.

With the million tasks already on your plate, why not let the pros do the work? Do you really have time to implement a world-class custom email strategy? Klaviyo needs a special kind of attention. And your account deserves to reach its full potential! Let us help, we're pushing the limits of Klaviyo all day every day and know how to optimize it for maximum value.

CTA: I'd love to hire the pros—just show me how to make the numbers work.

"We're running out of stock because of you guys." - Satchel & Page

- Add Daniel's face and Satchel's logo

—

H2: Get maximum value from Klaviyo, with minimal effort

Sub: How about checking Email Marketing off your to-do list once and for all?

Imagine...

- Regularly scheduled campaigns (add checkmark icons to each)
- High-quality content
- Ongoing list growth
- Smart segmentation
- Nonstop optimization

We'll add 5 to 6 figures of unrealized revenue in the first 3 months from your existing traffic.

How? In five key ways:

1. **We'll get the most out of your paid traffic:** The vast majority of the traffic you're paying for won't convert. We'll create and optimize an email and SMS lead capture system, then nurture those leads through conversion to help you wring the most value

from those ad costs. (Our tried and true strategies will often 10x a client's lead capture rate!)

2. **We'll enhance your customers' experience:** Welcome flows, subscription updates, transactional flows, abandoned carts, post-purchase emails—oh my! If you want to send helpful content at the right time, you need these triggered automations. Let us create a strategy tailored to your target customer, and make sure you're holding their hand the entire way to build long-term value.
3. **We'll send stuff your customers actually want to read:** Admit it, you're either not sending regularly or sending low quality. It's hard to plan ahead! And yet that's the only way to stay relevant and preserve your open rates. Let us find creative topics your audience will love and want to read about. We'll keep them engaged and ready to buy when you launch that next product or sale.
4. **We'll supercharge your tech stack:** Chances are, we've worked with most of the apps in your Shopify tech stack. We'll help you build quizzes and use this data in your email flows. We'll create review, referral, and loyalty program emails. We'll refresh your transactional and subscription notifications. We'll use pop-ups to cross-sell, optimize conversions, make announcements... You name it!
5. **We'll use your data intelligently:** Are you drowning in a sea of information and testing options? Klaviyo and your other tools collect thousands of data points, but now what? We will analyze your results, draw conclusions, come up with testing opportunities, and make it all happen. You just sit back and approve your tailored strategy.

H2: Here's why you'll love working with us:

- We become an extension of your team.
- We track your account like it was our own.
- We immerse ourselves in your brand so we can think like you about the content we create.
- We custom write, design, and build everything specifically for your brand.
- We'll easily double or even triple your owned marketing revenue alone.

H2: Peek at who's already creating superb email content with us

- BK Beauty
- Super7
- Milk_shake
- She's Waisted
- Satchel & Page
- Smidge
- Naked Nutrition
- American Tall

H2: Ready to rethink your emails?

[Book a free consultation](#) with one of our experts and we'll put together an income projection report to establish if email marketing is right for you at this stage of your business.

CTA > Gimme that projections report!

H2: For less than the cost of one full-time employee, we'll do the work of five

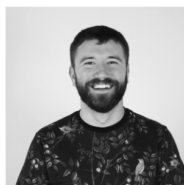
Sub: You have three options:

1. Learn email marketing yourself
 2. Hire a team who can write, design, code, market, strategize and plan
- OR
3. Work with a team of world-class experts. *(Ding, ding, ding!)*

Our team works in Klaviyo all day, every day. We have dedicated experts taking care of every step of the process.



Lisa
Strategist



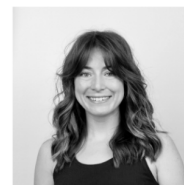
Matt
Project Manager



Kate
Copywriter



Lauren
Designer



Ansley
Analyst

H2: Ready to be locked into a long-term contract?

Sub: Of course not. You don't have to sign away your soul to work with us.

We don't believe in forcing you to work with us. We're here to help you reach your goals, whether that means working together for 3 months, 6 months, 1 year, or beyond. Let us take you to the moon, then you can decide where you want to go from there.

Some of our clients have been with us for five years. Others just needed to learn the ropes and then take it back in-house.

H2: Don't just take our word for it

- "Fuel Made is a true partner — we're growing and learning together. I love the ideas they bring to the table." - Kris Nations
 - "The communication was easy, and I felt like I could reach out at any time. Each Fuel Made team member brought a unique set of skills to the table that worked well with each other." - Madsen Cycles
 - "If you are looking to do ANYTHING related to email marketing, choosing Fuel Made should be the absolute first (and pretty much only) thing you do." - Office Oasis
 - "I just want to mention how grateful I am to you. Your feedback, advice, and support have been invaluable during this process." - Daniela Gonzalez, Playa Luna
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H2: Got questions? Look here first

- + How can I be sure Fuel Made will work for us?
 - Our goal is to multiply your ROI as soon as possible. We do not start working with you until we both have a clear understanding that the ROI case is there, and what to expect from setting up these email marketing systems.
- + We don't want to discount our brand with coupons.
No problemo. We build your custom strategy around your brand requirements and preferences. If discounting isn't part of your brand strategy, it won't be part of your email strategy either.
- + How much does it cost?
 - The price of the project depends on your specific needs, but [let's hop on a call to discuss](#) what makes sense for you. We have packages starting around \$3,000 for a more DIY option, but most clients engage us for a monthly retainer.
- + How long does it take to implement?
 - Most of our clients start with a 3-4 month engagement and then reassess. In any event, you'll start seeing a positive ROI within the first 60 days
- + We don't want to spam our customers!.
 - Awesome, we're going to get along great. We send high-value triggered emails and make sure your customers only get what they want to receive.
- + We already have some of these systems in place.
 - If you have some systems in place that are working for you, we can leave them and focus on other opportunities! (Although we'll probably be able to

make them better). Ultimately we'll discuss your priorities and create a custom strategy based 100% on your needs.

Final CTA

H2: Brands partner with us because we're data-driven, have many years of ecommerce experience, and can completely take over so you don't have to worry about your next email campaign.

CTA: Alright, alright, let's talk.

H2: Get inspired by these success stories

Sub: Yours could be written next!

- Braxley Bands case study
- American Tall case study
- Office Oasis blog

Landing page promotional plan

Angle ideas:

- When BFCM hits, we book up immediately. Get in early.
- Not your typical email marketing agency (then define how we're different)
- New email services announced. We want to help everyone, so we're offering plans for all business stages (because we added tiers and various plans)

Email:

- Plain text, including some images
- Email to past prospects about new plans
- New referral bonus? Email to current clients (people who refer a new client to us get some sort of discount?)

Social

- Contest? Brands engage with the post get put into draw to win a free 4-part welcome flow?
- Video of Lisa announcing it all (doing something like this might be cool: <https://www.gotolstoy.com/>)
- Shopify Plus community on Linked/FB - Carson share post in these groups

- Share a thread of testimonials (on another day to keep the momentum going)

Ads

- Video of Lisa announcing it all - tell the story about what we do and why
 - Maybe we can pay Nimah to edit it and add in some cool content examples of emails, success rates, etc

Partners

- DM all partner slack channels to let them know about the landing page. Just so they're aware and can easily access if they have a prospect

Updates

- Update past podcast links to new landing page
- Update blog links

OLD CONTENT WE TOOK OUT BECAUSE IT WAS TOO LONG (AND COULD ADD BACK IN LATER):

H2: Our process is detailed—and it's guaranteed to work

Sub: Brands partner with us because we're data-driven, have decades of ecommerce experience, and can completely take over so you don't have to worry about your next email campaign.

We have YOU in mind with this five-step process.

Step 1: Discovery and planning

- First, we'll ask you to complete a comprehensive questionnaire. This is how we collect important information to start our audit process.

- Each member of our team will review your answers and complete their own audit.
- We will schedule a 1-hour call to go over your questionnaire answers together.

Step 2: Strategy and creative brief

- We create a customer persona specific to your brand, detailing and refining your brand's voice to inform all content and copy decisions.
- We design your email branding guide. These template styles will be applied to all your designs to ensure consistent, premium-looking, communication across all emails.
- We create your customized Email Strategy, which will be a blueprint of all emails to be created including triggers, segmentation, timing, and content.

Step 3: Copy and design

- We **write** all your emails from scratch, applying your voice and targeting your audience.
- We **design** each email from scratch using the pre-approved styles to create a cohesive, recognizable brand feel.
- We apply industry best practices for responsiveness, mobile-friendly, dark mode optimization, and accessibility-friendly.

Step 4: Build, test, and Klaviyo set up

- Our developers use HTML to build your emails.
- We set up your flows, add segmentation, filters, and dynamic content.
- We test emails across 15+ inboxes to make sure they look good for all subscribers.

Step 5: Optimize and A/B test

- We review the results of your flows and campaigns, and define tests and areas of opportunity where we can continuously improve and drive better results.



Discovery &
Planning



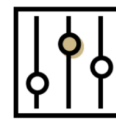
Strategy & Creative
Brief



Copy & Design



Build, Test, Klaviyo
Set up



Optimize & a/b
Testing

H1: Packages for brands of all sizes

Sub: Yes—there's one made for you. Any plan you choose will pay for itself, or we won't let you hire us.

DIY flow templates

- You get a pop-up and three flows—including 14 emails—added to your Klaviyo account. You'll be able to easily customize each email template to your brand. We've already taken care of planning the trigger, content, and timing. You just add your logos, images, and tweak the copy.

Customized flow templates

- Blah blah
- You get the same flow and pop up templates as above, but we'll customize them for you. We'll drop in your logo, images, products, icons, reviews, store values... we'll even tweak the copy to adapt it to your voice.

Starter - \$6900/month

- Perfect for brands that want to start with flows from scratch and, maybe, campaigns later. You want to create a strong base to work with, and you're more concerned with cash flow than speed.

Pro - \$9900/month

- Best for brands that want to redo and rebrand their current flows and send at least one campaign per week. You want help strategizing, planning, and creating your newsletter campaigns.

Growth - \$13,900/month

- The right choice for brands that want to do it all ASAP, including strategizing, optimizing, planning, and rebranding your entire flow strategy. Speed is of the essence, and you want a team that can take everything about email off your busy schedule.

H2: Not sure which plan to choose? Let's talk about it.

CTA > Book free consultation

H2: Still not convinced? See our Director of Email Marketing in action!

- INSERT VIDEO FROM JUSTUNO'S MASTERCLASS

H2: Bonus packages for friends of Fuel Made

Sub: If you're using Octane AI, Malomo, or Wonderment, check out these custom packages

The Octane AI Quiz Package

We'll help you take full advantage of the quiz data you collect through Octane AI to send high-converting personalized emails that help your audience find exactly what they need.

Our Quiz Package



Plan an advanced post-quiz conversion strategy in a workshop with our team.



Convert your quiz takers into buyers with a fully customized, multi-part quiz welcome flow built in Klaviyo.

Typical cost for this package is \$7,500, we're offering this at \$5,000 for friends of Octane AI



QUIZ
RESULTS



PRODUCT OR
COLLECTION
HIGHLIGHTS
(3-4 EMAILS)



BRAND
WELCOME



FIRST ORDER
DISCOUNT
OFFER

The Malomo Shipping Package

We'll help you take full advantage of your shipping data. Send Klaviyo emails that represent your brand beautifully while building trust and loyalty with your customers.



Option 1

Starting at \$3,000



In a hurry but not sure how to best implement the Malomo templates?

Let our team do the work for you. We'll customize your four email templates to your branding, and dive into your Klaviyo account to set up each email in the flow with the necessary triggers. Don't worry about testing, we'll do this for you to make sure the shipping and order data is displayed correctly to all your customers. You'll be ready to launch ASAP!



Option 2

Starting at \$5,000



Looking for a little more customization?

Let us strategize your shipping notifications from scratch. We will fully customize the content to your voice and branding, and we will incorporate additional messages and call-to-actions, in addition to everything we do in option 1.

For example, highlighting your loyalty program, asking for referrals, sharing product education, etc.