

Email Marketing Case Studies (Multiple Campaigns)

Notes:

The varying levels of detail provided in these studies are in accordance with nondisclosure agreements and client permissions. Some studies contain in-depth information, while others are limited. All of the following were written and/or managed by me personally.

Frequency & Personalization: *My general strategy is to send 2-4 emails per week, per campaign. This keeps us top of mind without causing email fatigue on the recipient's end. I also ensure that each Send From address is personalized, along with a customized email signature. Images and graphics are used when appropriate — especially on longer emails. Finally, having copy that feels “human to human” is critical.*

Avoiding Spam: *Plain text and careful subject lines also help stay out of spam. There are also multiple means of opting in that can be set up through the ESP to stay in good standing. IP Reputation is extremely important.*

Sequences: *For sequences, I write them all in one Google Document so that I can maintain the overall flow. This ensures we nurture the pain points and reinforce the solution(s). Depending on the account type, I use a combination of Welcome, Cart Abandonment, Browse Abandonment, Confirmation, Before It Ships, Post-Purchase, VIP, Cross-Sell, and Win-Back Sequences.*

Retention: *Related to Frequency & Personalization, having the dials tuned just right to hold someone's attention these days is challenging. People spend most of their waking hours thinking about themselves, so it's important that the copy is also all about them. Whether it's solving a problem with a physical product, a software platform, or knowledge on a particular subject, the copy must have value. Tapping into emotions is also important when appropriate.*

Data & Analytics: *Researching the target market, conducting interviews if appropriate, and monitoring metrics provided by the ESP provide the data we need to stay on track. Deliveries, Opens, Clicks, Bounces, Spam Rates, and Conversions tell us the full story.*

Client Type: **Software as a Service - Email Service Provider**

Name: **Instantly**

Website: <https://instantly.ai/>

My Role: **Copy Only - Agency Subcontract**

Synopsis:

I was tasked with writing multiple versions for a cold email campaign with varying levels of humor and sarcasm. The target audience was email marketers. According to the client, this campaign achieved an **open rate of 79%**.

Version A

Sender:

Subject: No-Code; No-Spam Email Management

Body:

Hey {{firstName}},

We saw you're a fellow email campaign wizard and wanted to introduce you to [Instantly](#) *[Add Affiliate Link]*.

Its smart sending and inbox warm-up features will help you scale your campaigns, and its easy-to-use email designer fast-forwards design time.

Get your emails invited through the front door while the other ESPs are still lurking in the bushes...

{{Image/Link/Logo TBD}}

If you sign up for a free trial here *[Add Link]*, we'll teach you and/or your team how to get the most out of it for free.

Also, if you're curious, we found you with [Clay](#). Here's a 3-min video of [what the process looked like](#).

Version B

Sender:

Subject: 80% cold email delivery

Body:

Hey {{firstName}},

We saw you're a fellow email campaign wizard and wanted to introduce you to [Instantly](#) [*Add Affiliate Link*].

Its automated warm-up feature gives your emails maximum deliverability, which we just proved by making it to your inbox. Instantly also has an easy-to-use design tool so you can focus creative energy on content.

Less bounce and smart sending equals more revenue for you and your clients.

{{Image/Link/Logo TBD}}

If you sign up for a free trial here [*Add Link*], we'll teach you and/or your team how to get the most out of it for free.

Also, if you're curious, we found you with [Clay](#). Here's a 3-min video of [what the process looked like](#).

Version C

Sender:

Subject: More metrics, less bounce

Body:

Hey {{firstName}},

We saw you're a fellow email campaign manager and wanted to introduce you to [Instantly](#) [*Add Affiliate Link*].

Its smart sending and inbox warm-up features will help you stay out of spam (which we proved by getting this email through). Plus you can manage multiple email accounts from any provider in one simple dashboard.

{{Image/Link/Logo TBD}}

If you sign up for a free trial here [*Add Link*], we'll teach you and/or your team how to get the most out of it for free.

Also, if you're curious, we found you with [Clay](#). Here's a 3-min video of [what the process looked like](#).

Version D

Sender:

Subject: We are Uncle Ned's kids...

Body:

Hey {{firstName}},

Wondering how we got past spam and crashed your inbox? We used Instantly's *[Add Affiliate Link]* Smart Sending & Inbox Warm-up features.

Get your campaigns a formal invitation while saving valuable design time. Plus, you can manage multiple email accounts from any provider in one simple dashboard.



If you sign up for a free trial here *[Add Link]*, we'll teach you and/or your team how to get the most out of it for free.

Also, if you're curious, we found you with [Clay](#). Here's a 3-min video of [what the process looked like](#).

Version E

Sender:

Subject: The email is coming from inside the house...

Body:

Hey {{firstName}},

It doesn't actually work that way, but you get the point. We used Instantly's *[Add Affiliate Link]* warm-up feature to creep into your inbox.

Maximize deliverability, scale campaigns, and save creative energy with its easy-to-use design tool.

Get your emails invited through the front door while the other ESPs are still lurking in the bushes...



Less bounce and smart sending equals more revenue for you and your clients.

If you sign up for a free trial here [Add Link], we'll teach you and/or your team how to get the most out of it for free.

Also, if you're curious, we found you with [Clay](#). Here's a 3-min video of [what the process looked like](#).

Version F

Sender:

Subject: 60% of the time, it works every time...

Body:

Hey {{firstName}},

Well, there was actually an 80% chance of us landing in your inbox using Instantly [Add Affiliate Link].

Smart Sending & Inbox Warm-up features keep you out of spam. Plus, you can manage multiple email accounts from any provider in one simple dashboard.



If you sign up for a free trial here [Add Link], we'll teach you and/or your team how to get the most out of it for free.

Also, if you're curious, we found you with [Clay](#). Here's a 3-min video of [what the process looked like](#).

Client Type: **Software as a Service - AI Image Generation Software**

Name: **BannerBear**

Website: <https://www.bannerbear.com/>

My Role: **Copy Only - Agency Subcontract**

Synopsis:

I was tasked with writing multiple versions for a cold email campaign to address the pain of creating custom imagery for marketing. The target audience was email and social media marketers. According to the client, this campaign achieved an **open rate of 73%**.

Version A

Sender:

Subject: No-code image generation

Body:

Hey {{firstName}},

We saw you're a fellow no-code wizard and wanted to introduce you to [Bannerbear](#).

You can focus on content and publish faster using its automated media generation toolkit for social media visuals, content banners, community features, and dynamic email images.

Imagine how easily you'll be able to scale your marketing operation if we can make this for you in seconds:

{{CUSTOMIZE IMAGE WITH THEIR HEADSHOT}}

If you [sign up for a free trial here](#), we'll teach you and/or your team how to get the most out of it for free. The best code is... no code at all.

Also, if you're curious, we found you with [Clay](#). Here's a 3-min video of [what the process looked like](#).

Version B

Sender:

Subject:

Body:

Hey {{firstName}},

We made this for you in seconds with zero coding. Our new favorite tool fast-forwards media design so you can focus creative energy on content.

Bannerbear automates and scales your marketing by auto-generating social media visuals, content banners, community features, and dynamic email images:

{{CUSTOMIZE IMAGE WITH THEIR HEADSHOT}}

If you sign up for a free trial, we'll teach you and/or your team how to get the most out of it for free.

Also, if you're curious, we found you with Clay. Here's a 3-min video of what the process looked like.

Version C

Sender:

Subject:

Body:

Hey {{firstName}},

We saw you're a fellow no-code wizard and wanted to introduce you to Bannerbear.

With its media generation toolkit, you no longer need to spend money on designers or creative bandwidth on media.

Social media visuals, content banners, community features, and dynamic email images are auto-generated so that you can scale your marketing operation.

As proof, we made this for you in a matter of seconds:

{{CUSTOMIZE IMAGE WITH THEIR HEADSHOT}}

If you sign up for a free trial, we'll teach you and/or your team how to get the most out of it for free.

Also, if you're curious, we found you with Clay. Here's a 3-min video of what the process looked like.

Version D

Sender:

Subject:

Body:

Hey {{firstName}},

We saw you're a fellow no-code wizard and wanted to introduce you to Bannerbear.

You can focus on content and publish faster using its automated media generation toolkit for social media visuals, content banners, community features, and dynamic email images.

Imagine how easily you'll be able to scale your marketing operation if we can make this for you in seconds:

{{CUSTOMIZE IMAGE WITH THEIR HEADSHOT}}

If you sign up for a free trial here, we'll teach you and/or your team how to get the most out of it for free. The best code is... no code at all.

Also, if you're curious, we found you with Clay. Here's a 3-min video of what the process looked like.

Client Type: **Legal - Private Investigation Agency**

Name: **Martinez Private Investigations, Inc.**

Website: <https://ejmpi.com/>

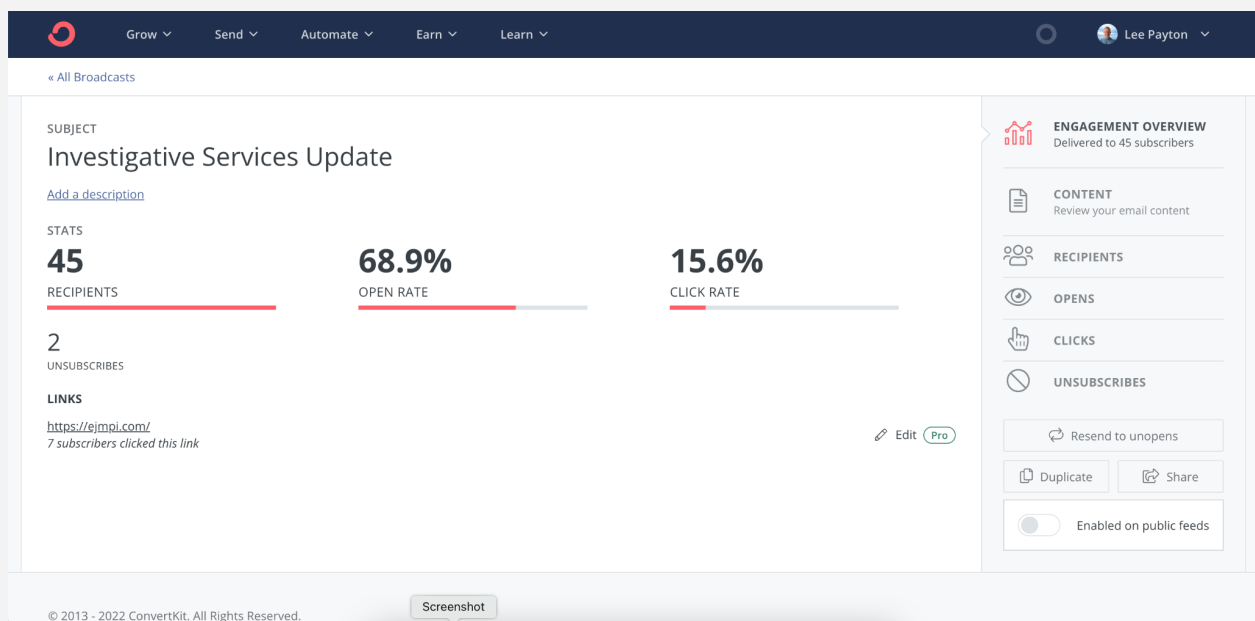
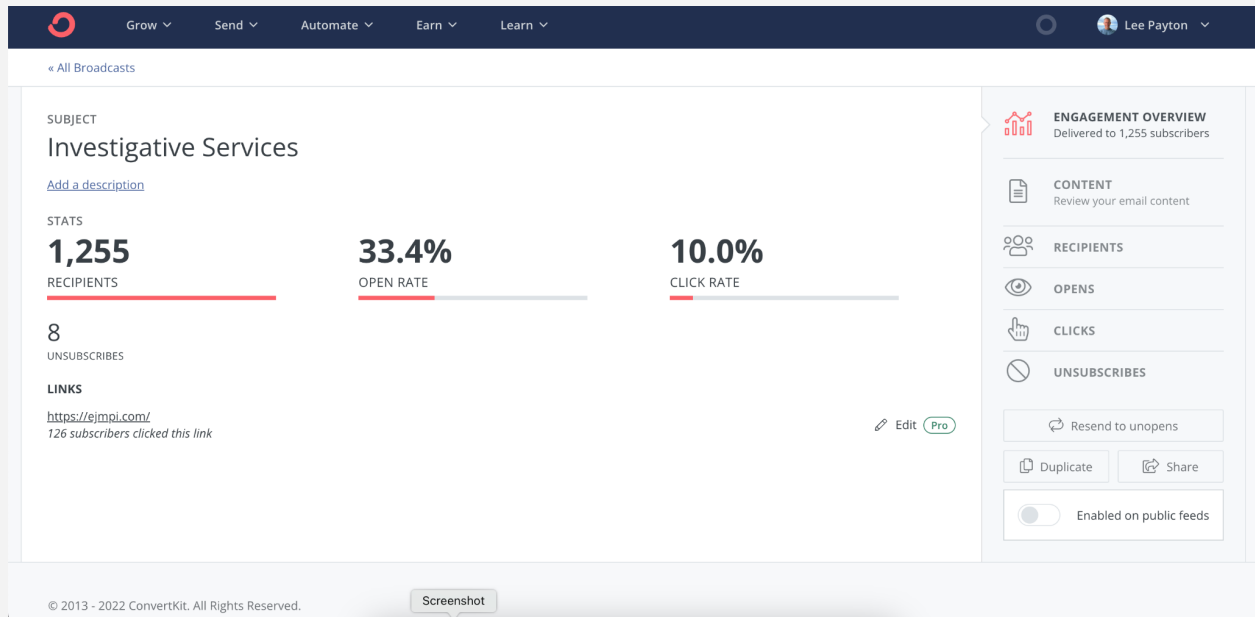
Platform Used: **ConvertKit**

My Role: **Copy, Campaign Management, Blog Articles, & Website Design**

Synopsis:

I was tasked with writing and managing multiple cold email campaigns promoting investigative services. The target audience was law firms in the State of Florida. The following screenshots depict 2 sends.

Open rates were increased from previous campaigns by adding a personalized send address, addressing contemporary legal pain points(media topics concerning the legal system, child custody, divorce, etc.), and keeping the tone both professional and humorous. I also increased frequency to 2 sends per week at optimal times of day,



Client Type: **Medical - Mobile COVID Testing Concierge Service**

Name: **RAM Sales & Consulting, Inc - Broward Medical Lab**

Website: <http://www.browardmedicallab.com/>

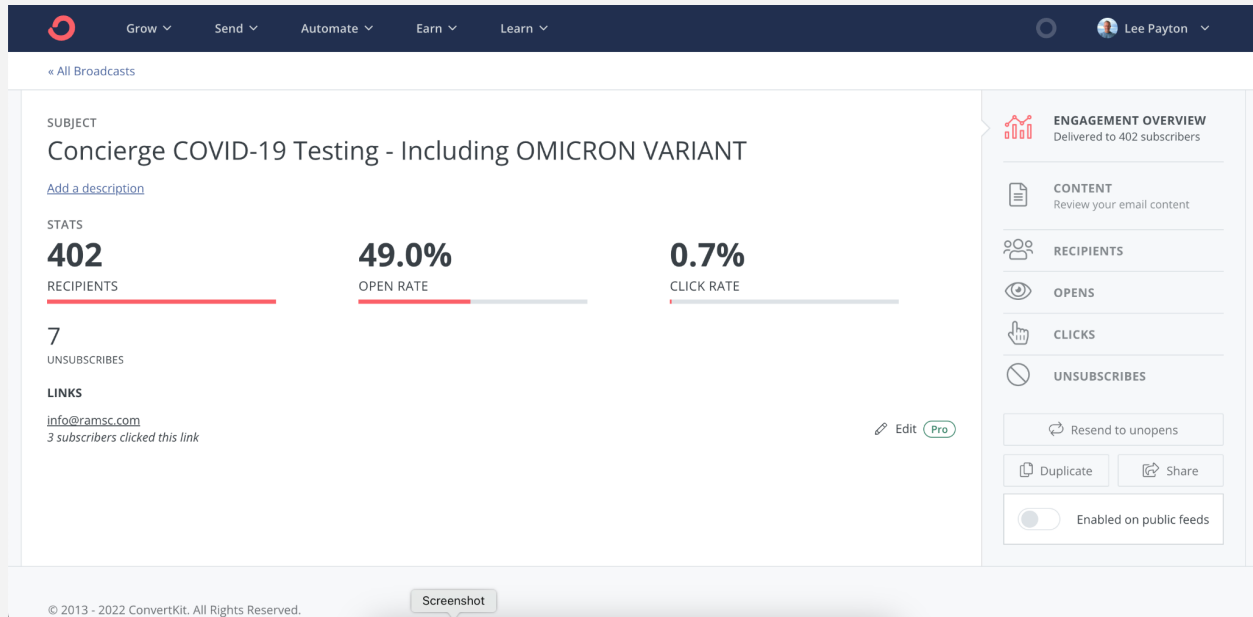
Platform Used: **ConvertKit**

My Role: **Email Copy & Campaign Management**

Synopsis:

I was tasked with writing and managing multiple cold email campaigns promoting concierge COVID-19 testing for potential clients in the Fort Lauderdale area. The target audience was law firms in the State of Florida. The following screenshot depicts 1 send.

Open rates were increased from previous campaigns by adding a personalized send address, addressing the current pain points surrounding COVID-19, and keeping the tone both professional and assuring.



Client Type: **Healthcare - Health Insurance Brokerage**

Name: **Simple Health Quotes, LLC**

Website: <https://www.simplehealthquotes.com/>

Platform Used: **Sendinblue**

My Role: **Email Copy, Campaign Management, & Blog Articles**

Synopsis:

I was tasked with writing and managing multiple cold email campaigns promoting a health insurance brokerage. The target audience was small business owners, entrepreneurs, travel nurses, and freelancers nationwide. The following screenshots depict 2 sends.

Open rates were increased from previous campaigns by adding a personalized send address, addressing multiple health insurance pain points, and making the tone both professional and humorous.

Settings

Plan Lite

100,000 of 100,000

Remaining until 07-01-2023

Upgrade

100 SMS Credits

Expire : Never

Get more credits

From

Oxana Parfenova

oxana@simplehealthquotes.com

1,477

68.71%

Estimated opened ⓘ

38

1.77%

Clicked

31

1.44%

Unsubscribed

Reply to

info@simplehealthquotes.com

Included Lists

1 List(s) ▾

Delivered on

Friday 02-09-2022, 08:02

Campaign Number

12

View Message

Trackable open rate ⓘ

68.71%

Trackable opens ⓘ

1,412

Total Opens ⓘ

1,576

Average Time to Open ⓘ

N/A

Number of Complaints ⓘ

1

Last Opened

21-11-2022 11:45

Click-to-Open Rate ⓘ

2.69%

Average Time to Click ⓘ

N/A

Untrackable contacts ⓘ

94

Sending Status

2,201

Recipients

2,149

97.64%

Delivered

44

2%

Soft Bounced ⓘ

SHOW DETAILS

8

0.36%

Hard Bounced ⓘ

SHOW DETAILS

Help

Settings

Plan Lite

100,000 of 100,000

Remaining until 07-01-2023

Upgrade

100 SMS Credits

Expire : Never

Get more credits

From

Simple Health Quotes

simplehealthquotes.oxana@gmail.com

1,815

55.48%

Estimated opened ⓘ

66

2.02%

Clicked

33

1.01%

Unsubscribed

Reply to

Info@simplehealthquotes.com

Segment Name

All Opens as of November 8th 2022 #1

Delivered on

Wednesday 09-11-2022, 07:36

Campaign Number

15

View Message

Trackable open rate ⓘ

55.48%

Trackable opens ⓘ

1,737

Total Opens ⓘ

2,038

Average Time to Open ⓘ

N/A

Number of Complaints ⓘ

2

Last Opened

07-12-2022 12:35

Click-to-Open Rate ⓘ

3.80%

Average Time to Click ⓘ

N/A

Untrackable contacts ⓘ

141

Click Rate

2.02%

Unique Clicks ⓘ

66

Total Clicks ⓘ

177

Last Clicked

22-11-2022 10:00

Total Conversions

0

Sending Status

3,492

Recipients

3,272

93.70%

Delivered

216

6.19%

Soft Bounced ⓘ

SHOW DETAILS

4

0.11%

Hard Bounced ⓘ

SHOW DETAILS

Help

Client Type: **E-Commerce Store - Pet Supplies**

Name: **Kiloniner Pets, LLC**

Website: <https://kiloninerpets.com/>

Platform Used: Klaviyo

My Role: Email Copy & Campaign Management

Synopsis:

I was tasked with writing and managing multiple warm email campaigns promoting various sales throughout the year. The target audience was previous and potential customers. The following screenshots depict 2 sends.

I wrote and designed all emails — links to each can be found in [my portfolio](#).

