

The Ecom Portfolio of Abdulsalam Makinde

LinkedIn:

<https://www.linkedin.com/in/abdulsalam-makinde>

[SOME OF MY DIRECT RESPONSE COPY SAMPLES \(LANDING PAGES, VSLs, EMAILS, etc\) & CLIENT REVIEWS](#)

ADVERTORIAL

ANKER POWER BANK 25K 165W

https://docs.google.com/document/d/1LNud24GNnbUraq_RMY9ZGGw--8OFXZYIV0irXIAm_k8/edit?usp=drivesdk

EMAILS:

- **Levi's 3-Part Black Friday Campaign Email**

Levi's is the original denim icon. Known globally for timeless jeans and jackets, the brand represents authenticity, quality, and cultural relevance.

Email Objective: 3-part email campaign to drive conversions around Black Friday while reinforcing Levi's as the iconic, lasting wardrobe refresh of the new season—fall.

<https://docs.google.com/document/d/1JFwsTjt7p-UoOys98IXUuDmezyI9ct4i7wksnyUkL88/edit?usp=drivesdk>

- **Glossier Winback Email**

Glossier is a beauty brand built around the belief that beauty should be fun, easy, and personal. Their products are known for their minimalist, skin-first approach—enhancing natural features instead of masking them.

Email Objective: Re-engage lapsed Glossier customers (haven't purchased in 6+ months) without discounts or urgency. This is a gentle nudge to remind them what they're missing, not a hard sell.

https://docs.google.com/document/d/1Oe5zDM7oOZwFJZPDL9Hc_nhWBdEoSU7QouIf3kkeo6M/edit?usp=drivesdk

- **Bath & Body Works Halloween Sales Email**

Bath & Body Works is a fragrance-first lifestyle brand known for its seasonal body care, candles, and home scents. They lean into sensory storytelling blending familiarity with fun, and playful seasonal hype with genuine product quality.

Email Objective: Re-engage customers who haven't shopped in 3-6 months by tapping into Halloween nostalgia and the sensory magic of the season—with a special \$12.95 price for the Halloween Home Fragrance Collection.

<https://docs.google.com/document/d/1DDKNjz56vIyCCWSoCliBJ979wxiKG16rZ3QjT1iPZaw/edit?usp=drivesdk>

- **Patagonia 3-Email Black Friday Campaign**

Patagonia is an outdoor clothing and gear company that blends high-performance functionality with deep environmental activism. Brand voice is authentic, purpose-driven, and grounded—never flashy for the sake of it. They don't just sell gear; they sell a philosophy: Buy less, buy better, repair what you have, protect the planet.

Email Objective: Write a 3-email promotion for Patagonia's Black Friday event in a way that fits the brand—focusing on sustainable shopping, core gear, and lasting value. This is not a hyped-up sale with flashy gimmicks; it's a purposeful promotion for people who want to buy smart.

https://docs.google.com/document/d/1gTGabVh2MY-PashIwNJpAGw3Fdel5kP_G7c8qrip3p8/edit?usp=drivesdk

- **All Birds Labor Day Email**

Allbirds makes sustainable footwear and apparel known for being ultra-comfy, minimalist, and good for the planet. Their mission? "Better things in a better way." They're not flashy—just thoughtful, clean, and functionally stylish.

Email Objective: Create Labor Day email that celebrates the long weekend without sounding salesy or cliché. Just clever, brand-aligned copy that ties the Allbirds product story to the seasonal vibe.

<https://docs.google.com/document/d/10wbJaaUyLZJLM21woQGcXT9KojOM42PaQnDhJHKtHMA/edit?usp=drivesdk>

- **Function Of Beauty Browse Abandonment Email**

Function of Beauty creates fully personalized haircare based on hair type, goals, and preferences — down to the fragrance and bottle color. It's beauty powered by science and made just for their customers (literally, name goes on the bottle).

Email Objective: Gently re-engage a visitor who browsed but didn't convert — started the quiz, maybe got distracted. The goal is to get them back on the site to complete it.

https://docs.google.com/document/d/1onyMM2v6_fTu_NAtKJOtXEYRGA123DgkUV53soad9XE/edit?usp=drivesdk

- **Fly By Jing Back-in-stock Email**

Fly By Jing is a Chinese-American condiment brand redefining how the world experiences Chinese food. They're bold, unapologetic, and deeply rooted in founder Jing Gao's Sichuan heritage.

Email Objective: A Chilaun Sauce is finally back after selling out. The objective is to: announce the restock and drive traffic to the product page, trigger FOMO, remind past buyers why it's loved, and entice new fans.

https://docs.google.com/document/d/1p-gFtZI047J7sIcsNd5uTB_B2HFCTcxmE96eC_vDqK0/edit?usp=drivesdk

- **Ooni Winback email**

Ooni makes portable, high-heat pizza ovens that bring wood-fired pizzeria vibes to your backyard. The brand's mission is to help people make amazing pizza at home—and enjoy the ritual that comes with it.

Objective: Re-engage a customer who hasn't used their Ooni or visited the site in 6+ months. No urgency or sales pressure—just a reminder of why they fell in love with home pizza in the first place.

https://docs.google.com/document/d/1_N9CCFpckd2lZCvRMvy627pZebmqDK4-bIemWgQC0L4/edit?usp=drivesdk

- **Blume Product Feature email**

Blume is a Gen Z-first wellness and skincare brand built on the belief that beauty doesn't mean perfection. Their range is designed to help girls and women develop healthy skin habits and self-confidence—without the shame, stress, or synthetic stuff.

Email Objective: Introduce (or re-introduce) Melt Down as a must-have solution for acne-prone or breakout-prone skin—especially for customers who want something gentle, clean, and actually effective.

https://docs.google.com/document/d/1BoyJWevThy7AyFdiz_saY6lBdlIPHTu9c6gREt5zbpU/edit?usp=drivesdk

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FLAWS.

WELCOME FLOWS

- **Tea Drops Welcome Flow** (www.myteadrops.com)

Tea Drops offers organic, loose-leaf tea in dissolvable single-serve drops—blending tradition, convenience, and bold flavor for busy tea lovers on the go.

This flow invites new subscribers into a faster, more flavorful tea ritual — one that actually fits into their real life.

The tone, like Tea Drops’ brand tone, stays warm, playful, a lot of pun, and founder-led, with a mix of product intro, emotional connection, and proof.

Email 1 kicks it off by showing what makes Tea Drops different. The 10% offer shows up early, then we ease into the brand’s vibe and value.

Email 2 dives into the why. Sashee’s (Tea Drops founder) personal story makes it...

(Full thought process and emails in the flow)

https://docs.google.com/document/d/1j_sBqlgUExtCRY1-t47viOshM9kvRhRN7X-F5mLFnYw/edit?usp=drivesdk

- **Hiccup Welcome Flow**

Hiccup sells affordable women’s fashion, positioning themselves as stylish yet affordable, with an eye on ethical practices in manufacturing.

Email 1 starts by welcoming them in with a 15% offer, then lays out Hiccup’s core belief: looking good shouldn’t cost the earth. We introduce the brand’s smarter model (small batches, ethical production, AI-powered efficiency) in a clean, no fluff way.

Email 2 zooms out to explain the bigger “why.” Fast fashion’s broken — bloated, wasteful, outdated. Hiccup fixes that by...

<https://docs.google.com/document/d/1cfqlj1k8LlywfTFMI5e6iojBbwGIXuUCmWbOkGqHDFo/edit?usp=drivesdk>

- **Goodevas Welcome Flow:** (www.goodevas.com)

Goodevas creates handcrafted, nature-inspired Montessori play equipment combining child development with sustainability and safety.

This flow is built to ease new parents into the brand.

The tone stays warm, calm, and family-first, matching how Goodevas shows up: helpful, intentional, and rooted in values.

Email 1 is a light, simple welcome. Lead with the \$10 offer, introduce the brand, highlight what makes Goodevas different, then guide them to explore categories. without overexplaining.

Email 2 adds the “why” behind the brand....
(Full thought process and emails in the flow)

<https://docs.google.com/document/d/1Tae0uwqmfXBI1E4RJIRnPBWl-g7yrgjbB7GKD6Ov0C0/edit?usp=drivesdk>

- **Nutrafol Welcome Flow**

Nutrafol provides hair solutions to men and women. This is a welcome sequence for Nutrafol Women. Tone is authoritative, warm, and confident)

<https://docs.google.com/document/d/1cRV0WzN9I2kkiWewM1bGiRByEkWEbEn61e6vNpLXovo/edit?usp=drivesdk>

CART ABANDONMENT FLOWS

- **Klean Freak Cart Abandonment Flow** (www.kleanfreak.com)

Klean Freak makes bold, skin-safe body wipes for active lifestyles—offering a no-BS clean for people who sweat hard and want to stay fresh on the move.

This flow is built to recover lost carts without relying on discounts. Instead, it leans on urgency, social proof, and objection handling.

Email 1 is a simple reminder — just the cart items and trust badges. Any extra info is seen as distractions.

Email 2 adds urgency (cart expiring) and reassurance through reviews and a strong return policy to help reduce hesitation.

Email 3 is the final push. If they haven't bought by now, they likely have doubts — so we handle objections, link to support, and offer product recs to increase chances of conversion.

<https://docs.google.com/document/d/1TqUtCv72TGnqEtw3fHIZEQTMbuNGznNYUncqjkEh6hs/edit?usp=drivesdk>

- **SabersPro Cart Abandonment Flow:** (www.saberspro.com)

Saberspro sells sabers to Star Wars fans. Tone is community driven and warm. Flow triggers when subscribers add the Duelist Set to their cart.

https://docs.google.com/document/d/1HbuVfRwJ29YxQq_rl2EGyV2v8PihcECeIcGmrOqEUNA/edit?usp=drivesdk

- **Hiccup Cart Abandonment Flow** (www.hiccup.com)

Hiccup sells apparel to women. Tone is bold and unapologetic, people driven, against fast-fashion. Flow triggers when subscribers add the High Waist Straight Leg Jeans to cart.

https://docs.google.com/document/d/1yOdzUczTeczYOHbSkO4T95WCDGRcKAREHs71_XkAB6Q/edit?usp=drivesdk

- **Tea Drops Cart Abandonment Flow** (www.myteadrop.com)

Flow is triggered when subscribers add teas to cart.

https://docs.google.com/document/d/1cK9bH6po6tUVpH0jFN2uWXzOlh9qn_xuSGNAGakNwY/edit?usp=drivesdk

BROWSE ABANDONMENT FLOWS

- **Klean Freak Browse Abandonment Flow:** (www.kleanfreak.com)

Klean Freak sells wipes and flushables to on-the-go individuals. Tone is playful, 18+, casual and a bit authoritative (science backed)

<https://docs.google.com/document/d/13CwSA7jPbRGCCqyuLTQMaXwKeWdF7AuiJM9coljBweI/edit?usp=drivesdk>

- **Sabers Pro Browse Abandonment flow**

Flow is triggered when subscriber visits the Duelist Set product page and doesn't take any purchase-driven action

https://docs.google.com/document/d/1Slhws0ua38KA4Tc5a_fwj5oITUcanQOSk4CMoRj9A/edit?usp=drivesdk

- **Nutrafol Browse Abandonment Flow**

Flow is triggered when someone views Nutrafol Postpartum but doesn't take any purchase-driven action.

https://docs.google.com/document/d/1mRicFjbnGNcHi0C8zBDnkCGN2bn5tpyFqOuzxa_jz4U/edit?usp=drivesdk

- **Tea Drops Browse Abandonment Flow**

Tea Drops sells tea redefined to tea lovers. Tone is casual, lots of pun, authoritative (in a not-your-typical way). Flow triggers when users browse the Lavender and Citrus tea without adding to cart.

<https://docs.google.com/document/d/1UO9yefYwhIixCEpNv9dQTW-1Tu-akf4IAAZNpBMGKUI/edit?usp=drivesdk>

SITE ABANDONMENT

- **Klean Freak Site Abandonment email**

Email triggered when subscribers scroll through their website but doesn't take any specific purchase-driven action.

https://docs.google.com/document/d/1KfV_eEJW5SBLI2_FkAdrbYsQAqitUUizq6t4IU_Ujs/edit?usp=drivesdk

- **Hiccup Site Abandonment email.**

Email triggered when subscribers scrolls through their website but doesn't take any specific purchase-driven action.

https://docs.google.com/document/d/1UVkZkutoOkZOwu2ILvwgNnBB-Q0QTCbnu6sQ_dpHTN0/edit?usp=drivesdk