

# FEATURED CASE STUDY

## COPYWRITING AND EMAIL SALES CONVERSION

### CHALLENGE

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A business operation consultant acquired a large email list of previous clients and unqualified prospects. Our client needed to vet the list and identify, qualify, nurture, and convert contacts into new clients.

### SOLUTION

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- Identified key audience profile traits, desires, and pain points from prospect list
- Developed an email marketing strategy with compelling value propositions for optimal conversion
- Created a 30-day campaign timeline with key conversion points
- Built six marketing emails featuring targeted messaging specific for nurturing interest

### RESULTS

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30 days, 29 new customers = Over \$100,000 in new revenue.

**Do you need compelling email copy to convert leads into sales?**

**START A CONVERSATION**

*Disclaimer: This documented results of this case study are intended to illustrate potential results of similar content strategies and services and cannot be a guarantee of future results.*