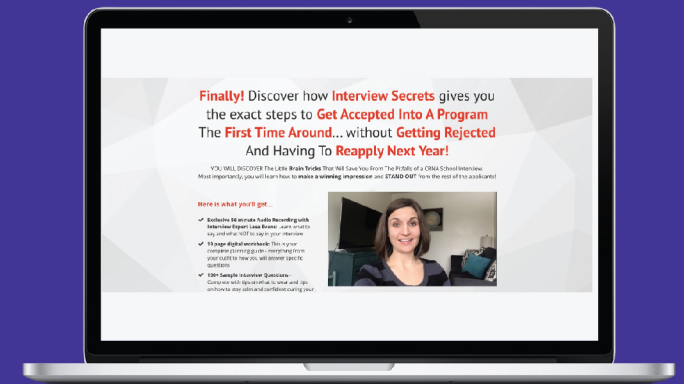


## Email Marketing Case Study

# An Info-Publisher 2x their Revenue & Brand Loyalty With Email Newsletters



The client is an info product business owner in the higher education niche for nurses. When they approached Copypower Media, there was no cadence to send weekly newsletters. The email list had gone cold and email revenue was non-existent.

After thorough research, the Copypower Media team came up with an email newsletter strategy designed to inform, entertain, and sell. By combining our email copywriting chops with the client's deep understanding of the audience, we launched twice-a-week email newsletters. In just a few weeks, the client began seeing positive replies from subscribers. The weekly email newsletters have become so popular that a certain group of subscribers reads them religiously. The email newsletters not only doubled their revenue but it has become a significant channel to boost brand loyalty.

### HOW WE DID IT?



Email Marketing Strategy



Email Execution



Email Copy

### Client Quote

*"Rishi & his team nearly doubled our sales in six months. The reason I continue working with them over the years is that they are trustworthy in a time when that is difficult to find."*



- Joy Haley  
Founder, All CRNA Schools.

### THE RESULTS



Average Email  
Open Rate:  
**22.5%**



Average Click  
Rate:  
**1.03%**



Increase in  
Revenue  
**100%**