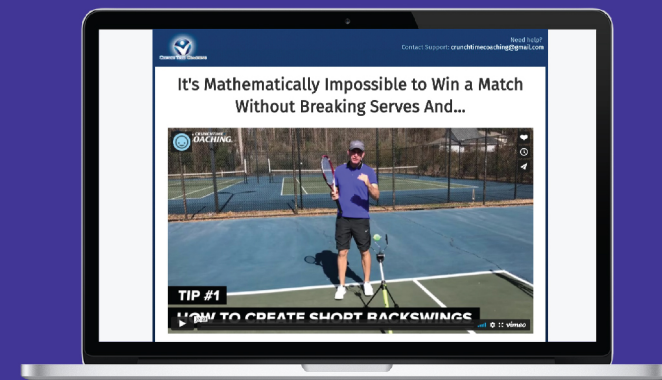


## Email Marketing Case Study

# High Converting Product Launch Sequence for an Online Tennis Course



Crunchtime Coaching is the world's foremost authority in online tennis coaching for recreational players. The founder, Peter Freeman wanted a high-converting email sequence for their brand new course called “Break Their Service Break Their Spirit.”

Copypower Media team studied the product, positioning, and audience. We crafted a 10-step email sequence that converted at 6.45%. We also deployed a \$1 free trial to their TOP Club membership program as an up-sell campaign. The up-sell converted at 17.69%. The campaign was a runaway success resulting in thousands of dollars in additional revenue while creating a recurring revenue stream for the business.

### HOW WE DID IT?



Audience Research



Email Campaign Strategy and Execution



Email Copy

### Client Quote

*“Rishi & his team did an incredible job with our product launch. We had a pretty solid launch and the emails were just killing it!”*



- Peter Freeman  
Founder, Crunch Time Coaching

### THE RESULTS



Email Open Rate  
(Cumulative)

**23.15%**



Click Rate  
(Cumulative)

**2.32%**



Conversion rate  
(Main offer)

**6.45%**



Conversion rate  
(One-click up-sell)

**17.69%**