

Email Marketing Case Study

100% Booking Rate For a Fat-loss Therapy Studio With Story Based Emails



Cryotherapy has grown in popularity in recent years for its non-invasive fat-loss therapy. Cryotherapy's franchise in San Francisco's East Bay area was looking to promote its high-ticket fat-loss therapy campaign for men. Traditionally, such campaigns are hard to convert because men are not as inclined towards fat-loss therapies as women.

Copypower Media's creative team came up with a series of educational and entertaining emails that ran for 2 weeks. All of their 20 spots were booked during this period. The client is still using these emails each year (with small modifications) during the summer season with similar results.

HOW WE DID IT?



Email Marketing Strategy



Email Automation



Email Copy

Client Quote

"The 'Spiderman' story email did pretty well. The response has been great. Thanks for all you are doing"

*- Tim Fitzgerald
Founder, Human Optimization Center*



THE RESULTS



Email Open Rate
(Average)

27.56%



Click Rate
(Average)

2.33%



Cryotherapy
Session Bookings

20 (100%)