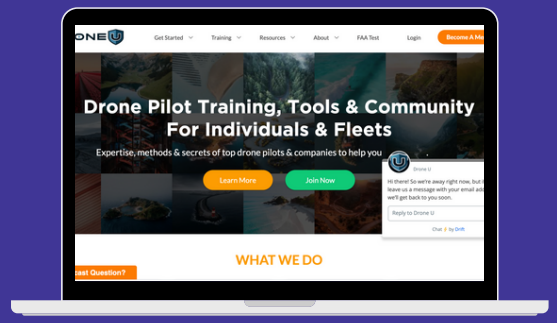
Email Marketing Case Study

223% Increase New Memberships for a Drone Training Company



Drone U is one of the foremost drone training companies globally. They mainly relied on organic traffic and social media to acquire new members. The existing email newsletters weren't effective and saw a gradual decline in readership.

Copypower Media was roped in to help change the course and leverage email marketing for membership growth. Team Copypower Media came up with an email newsletter strategy in conjugation with improving automated email campaigns for better conversion.

The email newsletters were crafted with two objectives:

- Offer immediate value and build a deeper bond with subscribers.
- Give them an opportunity to join the membership without push

In 6 months, Drone U witnessed a **223%** increase in net new memberships. While email campaigns contributed to only 3.5% of the total website visits, it brought in 21% conversions.

Email marketing turned out to be the HIGHEST PERFORMING marketing channel across all media.

HOW WE DID IT?

- **Email Marketing Strategy**
- **Email Newsletters**
- **Email Marketing Automation**

Client Testimonial

Before Copypower Media, we sent out a bland email each week that was getting less and less reads. Now that we use their services we send out unique and engaging emails that more of our list actually reads.

Honestly...."they have an amazing ability to adapt to the needs of your organization. There's a great team, they are agile and able to help in ways you would not expect. That said, expect to pay close to what you would pay an American counterpart. But, they are worth it."

Rob Burdick
Co-founder & COO
DRONE U

THE RESULTS

Open Rate(Average):
28.84%

Click Rate (Average) :
1.2%

New Membership Growth:
223%

Email campaigns contributed to 3.5% of the total website visits but brought in 21% of new members