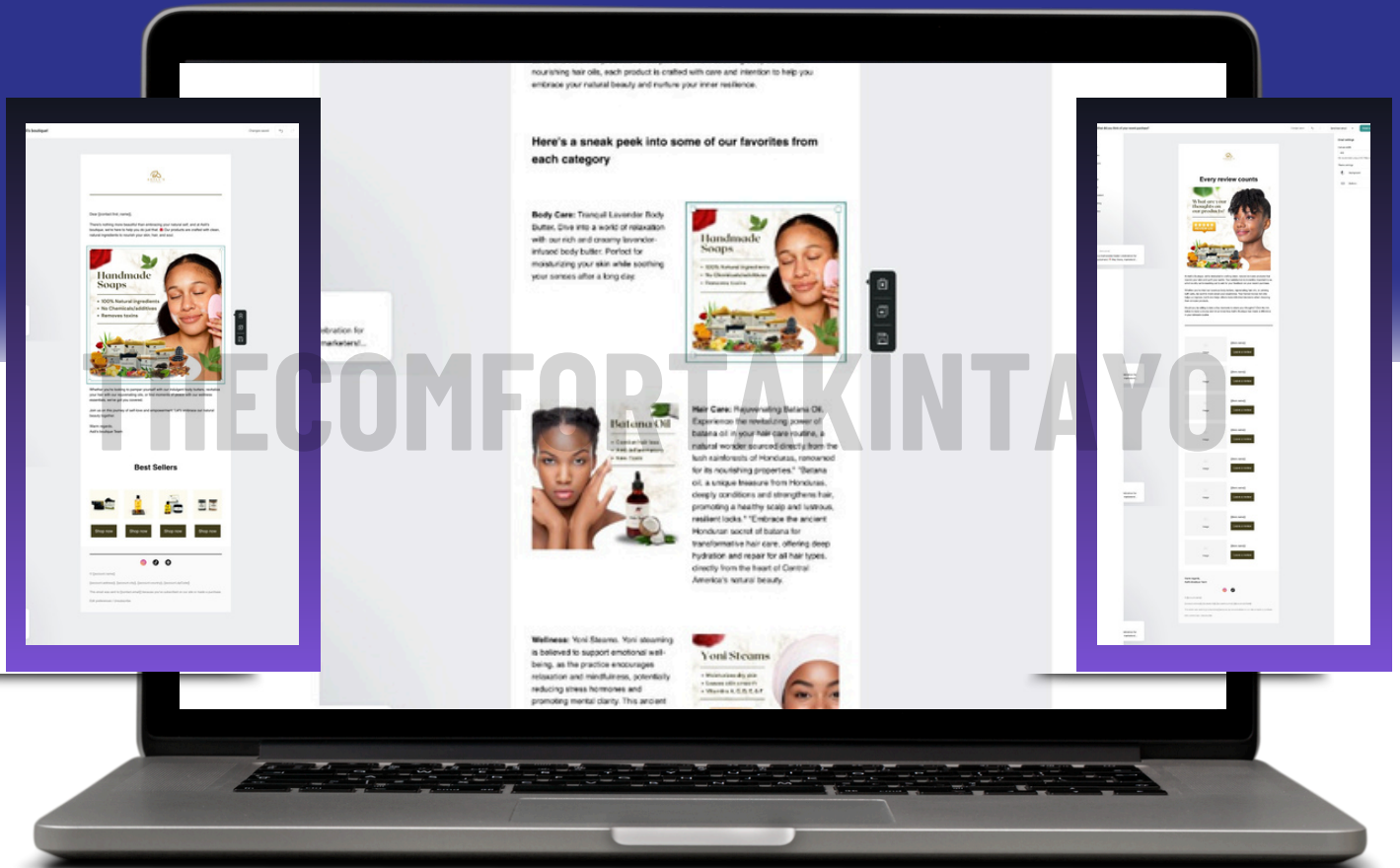


THE COMFORT AKINTAYO

ASILLI'S BOUTIQUE CASE STUDY



LEARN MORE



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COMFORT AKINTAYO

ASILLI'S BOUTIQUE

Asilis Boutique, an emerging retailer, sought to enhance its online presence and sales through targeted email marketing campaigns. This case study outlines the strategies employed, the execution of the campaigns, and the results achieved.

AT A GLANCE

CHALLENGES

Asilis Boutique faced the dual challenge of distinguishing their brand in a saturated market and engaging customers

RESULTS

- A 20% boost in click-through rates, leading to direct sales.
- Subscriber list growth of 15%, with a significant portion attributed to the welcome series.

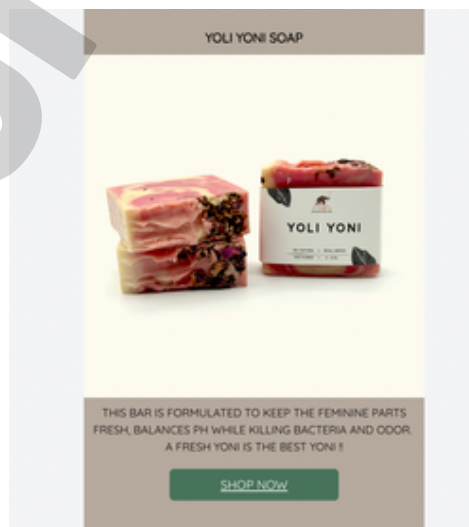
OVERVIEW

Asili's Boutique Asili's Boutique is a purveyor of natural wellness, offering a range of organic, handmade soaps and essentials that cater to a holistic lifestyle. With a commitment to sustainability, the brand ensures that all packaging is recyclable and eco-conscious. Each product is crafted with love, using only the finest natural ingredients to provide customers with a pure, nurturing experience.

WHY THEY NEED THE PROJECT

Asilis Boutique needed the email marketing project to solidify its customer base, expand its reach, and drive sales, all while gaining insights and efficiency

WHAT THEY HAD



RESOURCES THE CLIENT PROVIDED

- Login details
- Brand colors
- Previous templates

WHAT I DID

1

Welcome Series

I introduced the brand's story and values to new subscribers, incentivizing them with a one-time discount on their first purchase.

2

Seasonal Promotions

Highlighted seasonal collections and exclusive offers to drive sales during peak shopping periods

3

Abandoned Cart Reminders

Sent automated emails to customers who left items in their cart, reminding them to complete their purchase with a limited-time offer.

Key metrics

Increased Open Rates
Improved Conversion Rates
Higher Click-Through Rates (CTR)

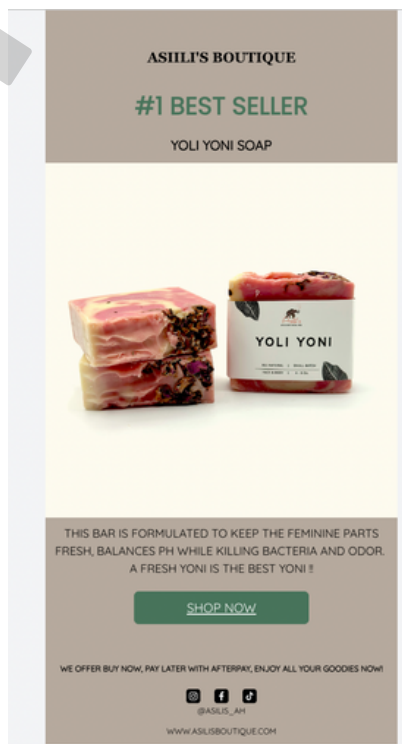


39.2%
Open rate

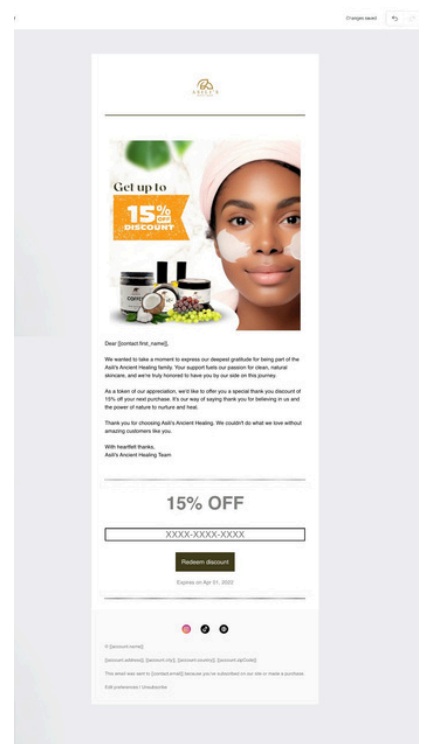


20%
Click through rate

BEFORE



AFTER



BEFORE

Automation	Forms	Audience	Reports	Reviews		
✉	Copy of: Copy of: Copy of: Sugar Scrub Workshop	Sent	486 Sent	13.16% Opened	0.61% Clicked	\$117.33 Sales
✉	Copy of: Copy of: Sugar Scrub Workshop	Sent	472 Sent	11.86% Opened	0.63% Clicked	0 No sales
✉	Copy of: Sugar Scrub Workshop	Sent	465 Sent	12.47% Opened	1.07% Clicked	0 No sales
✉	Booster of: Sugar Scrub Workshop	Sent	443 Sent	6.54% Opened	0.45% Clicked	0 No sales
✉	Sugar Scrub Workshop	Sent	455 Sent	13.4% Opened	1.09% Clicked	0 No sales

AFTER

Sort by: Newest	Search for campaigns	Boost campaign	View Report
✉	Memorial Weekend Vibes	Sent	
	Sent to All contacts		
	Sent on Wed, May 22, 2024 9:00 AM - By Jasmine		
	Stats		
	Sent 510		
	Opened 39.2% (200)		
	Clicked 20% (102)		
	Sales \$3484.80 (48)		
✉	Welcome to Asili's Boutique	Sent	View Report
	Sent to new subscribers		
	Sent on Tue, May 14, 2024 9:00 AM - By Jasmine		
	Stats		
✉	Copy of: Copy of: Copy of: Sugar Scrub Workshop	Sent	View Report
	Sent to All contacts		
	Sent on Mon, May 6, 2024 5:58 PM - By Jasmine		
	Stats		
	Sent 486		
	Opened 38.27% (186)		
	Clicked 20.57% (3)		
	Sales \$3519.9 (30)		

CLIENT'S FEEDBACK



She understood exactly what I wanted for my e-commerce business. I look forward to working with her again. for her beautiful

HIRING PROCESS

1

Discussion / Consultation

Discussing your project requirements to determine the right marketing approach for your business.

2

Proposal

Following our meeting, I'll put together a proposal document including project scope and associated costings for your approval.


3

Execution

With the proposal approved, I'll get to work designing, developing, strategizing and executing the project as discussed

THE COMFORT AKINTAYO

YOUR MARKETING ALLY

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DISCLAIMER: The increased lead capture rate presented in this case study is specific to this client and their campaign. Landing page performance depends on various factors like target audience relevance, email campaign effectiveness, and overall marketing strategy. While we strive to optimize landing pages for maximum conversions, we cannot guarantee specific results.