


THE COMFORT AKINTAYO

ELLEN FRANKEL CASE STUDY



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COMFORT AKINTAYO

ELLEN FRANKEL

Author, Librettist, Speaker, and Storyteller

Book Publications: Author of 10 published books, including *The Deadly Scrolls*, *The Five Books of Miriam* and *The JPS Illustrated Children's Bible*. Editor of two collections of *Mitzvah Stories*. Currently at work on new series, *The Jerusalem Mysteries*.

AT A GLANCE

CHALLENGES

As an author, Ellen's strengths lie in writing and storytelling, not necessarily in digital marketing. She needed someone to manage her email campaigns which allows her to focus on her writing.

RESULTS

- A 9.7% boost in click-through rates, leading to direct sales.
- Subscriber list growth of 10%, with a significant portion attributed to the welcome series.

OVERVIEW

To engage readers and promote the Jerusalem series by Ellen Frankel through targeted monthly email campaigns.

WHY THEY NEED THE PROJECT

Ellen Frankel needed my help to effectively engage her readership through professional and targeted email marketing campaigns, leveraging my expertise to enhance her brand and book promotion.

WHAT THEY HAD

Book in *The Jerusalem Mysteries* is available for purchase in print and Kindle editions. The audiobook is in production.

Previous *Jerusalem Mysteries*, Israeli Intelligence Agent Maya uncovers a conspiracy to mount an attack where there might only be coincidence. A young Christian and his body are targeted. At the same time three American white supremacists are investigating her. Through her investigation, Maya uncovers a conspiracy to mount an attack and take hostages. The novel probes the twin antisemitic tropes of the Protocols of the Elders of Zion and the Protocols of the Learned Elders of Zion as well as many other forms of antisemitism.

Find the book on Amazon, B&N.com, The Bookshop, and Books

RESOURCES THE CLIENT PROVIDED

- Login details
- Brand colors
- Previous templates

WHAT I DID

1

Strategy

- Developed a comprehensive email marketing strategy tailored to the book series' themes and the author's brand.
- Segmented the subscriber list to deliver personalized content to different reader groups.

2

Execution

- Designed visually appealing email templates that reflected the series' aesthetic and enhanced reader engagement.
- Curated content that included book excerpts, author interviews, and exclusive insights into the serie

Key metrics

Increased Open Rates

Improved Conversion Rates

Higher Click-Through Rates

(CTR)



29.2%

Open rate



9.7%

Click through rate

BEFORE

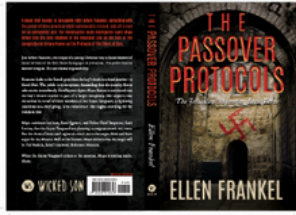
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Amazon, B&N.com, The Bookshop

AFTER



Looking for a great book to read before or during Passover?
Get yourself a copy of *The Passover Protocols* by Ellen Frankel!



This third book in The Jerusalem Mysteries is available for purchase in paperback and Kindle editions. The audiobook is in production.

As in the previous Jerusalem Mysteries, Israeli Intelligence Agent Maya Rimon sees conspiracy where there might only be coincidence. A young Christian boy is murdered, and his body drained of blood. At the same time three American white supremacists arrive in Israel. Through her investigation, Maya uncovers a conspiracy to mount an attack in Israel and take hostages. The novel probes the twin antisemitic myths of the Blood Libel and the Protocols of the Elders of Zion as well as more contemporary forms of antisemitism.

You can buy the book on Amazon, B&N.com, The Bookshop, and Books-a-million.

THE PASSOVER PROTOCOLS

Amazon: <https://go2hill.to/B0C6J0DFJ3>

Barnes and Noble: <https://www.barnesandnoble.com/w/the-passover-protocols-ellen-frankel/1143565457>



Barnes and Noble: <https://www.barnesandnoble.com/w/the-dead-sea-scrolls-ellen-frankel/1140483377>

Books-A-Million: <https://www.booksamillion.com/p/978-0-399-37478-9>

Bookshop.org: <https://bookshop.org/books/the-dead-sea-scrolls-9781477810465>

THE OFFICIAL PUB DATE IS MAY 10, 2022

In the finale, Ellen Frankel has created a fine cast of Jerusalem's cynic - corrupt, enigmatic, bewitching, and often generous, characters of the chisely past, and full-accusably abused - but the true star is her detective, during intelligence agent and conflicted single mom Maya Rimon. You won't stop turning the pages.
— Gordon Gorenberg, author of *War of Shadows: Christians, Spies, and the Secret*

It's a Jewish De Mito Code!

Set in modern Jerusalem and among the desert ruins of Qumran, this desperate hunt for an ancient treasure soon pits a female Israeli intelligence agent against a religious fanatic hell-bent on bringing about the End of Days.

An American professor's murder reveals his discovery of a lost Dead Sea Scroll, which had encoded the secret hiding places of the lost Second Temple Treasures. Israeli intelligence agent Maya Rimon races against time to stop a religious extremist from launching a deadly terrorist attack at the wall Blood Wall, ignoring the Apocrypha in the holy city of Jerusalem.

The story centers around a genuine historical artifact, the so-called Copper Scroll, whose many secrets still remain undiscovered by contemporary scholars and treasure hunters. Despite decades of searching, not a single one of these invaluable treasures has ever been found.

Laced with clever spycraft, encrypted electronic files, mysterious ancient puzzles, platiqae explosives, car chases, and Sherlockian ratiocination, *The Deadly Scrolls* explores the timely themes of terrorism, among Christian missionaries, Jewish messianists, Islamic terrorists, Israeli politicians, Orthodox Jews, conspiracy theorists, devout Zionists—and spies.

"An interesting, fast moving, mystery! I loved that we got to know the main characters better than just a "surface" look, with all the hearts and motives exposed. I found myself moving from one to another kept me engaged!"

—Narcis Natan, Past President of Hatzema, the Women's Zionist Organization of America.

CLIENT'S FEEDBACK



Comfort Akintayo has been a delight to work with. She's prompt in her communications, follows instructions meticulously, and delivers what she promises. I would recommend her to any friend or colleague

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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 diamond4sure001@gmail.com

 [comfort_akintayo](https://www.instagram.com/comfort_akintayo)

 [Comfort Akintayo](https://www.linkedin.com/company/comfort-akintayo)

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.