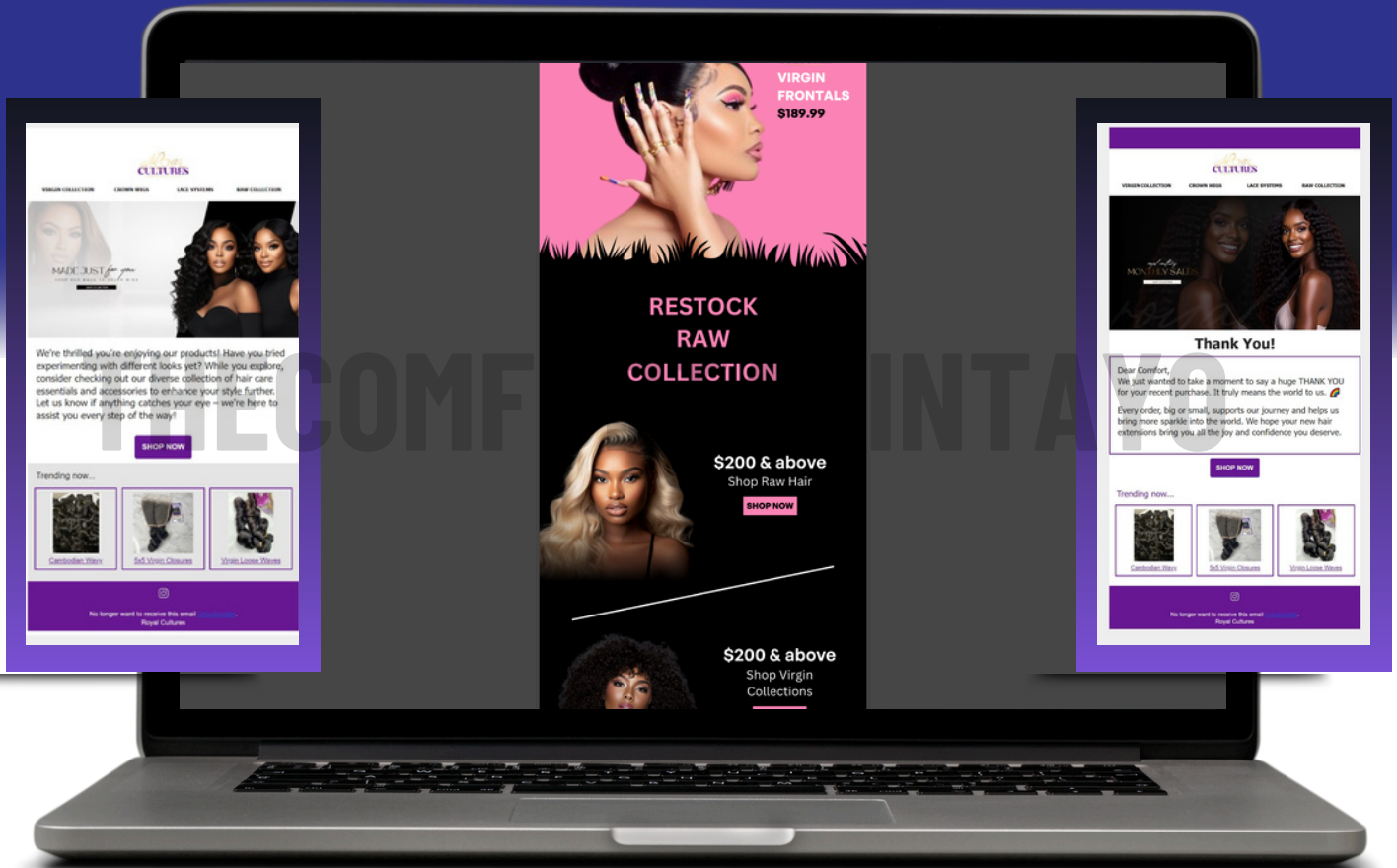


THE COMFORT AKINTAYO

ROYAL CULTURES CASE STUDY



LEARN MORE



THECOMFORTAKINTAYO.COM

diamond4sure001@gmail.com





COMFORT AKINTAYO

ROYAL CULTURES

Royal Cultures offers luxury authentic virgin extensions. With exceptional quality that gives you the luxury that Queens desire.

All bundles of Royal Cultures only offer extensions with cuticles layers facing the same direction in all textures from weft to tip; this guarantees the highest quality. The extensions are long lasting, durable, with the perfect luster.

AT A GLANCE CHALLENGES

Despite having a compelling product line, Royal Cultures faced the challenge of effectively communicating with its potential customer base and nurturing leads into loyal customers.

RESULTS

- A significant increase in open rates and click-through rates
- A noticeable boost in online sales within the first month of the campaign
- Improved customer retention rates as evidenced by repeat purchases

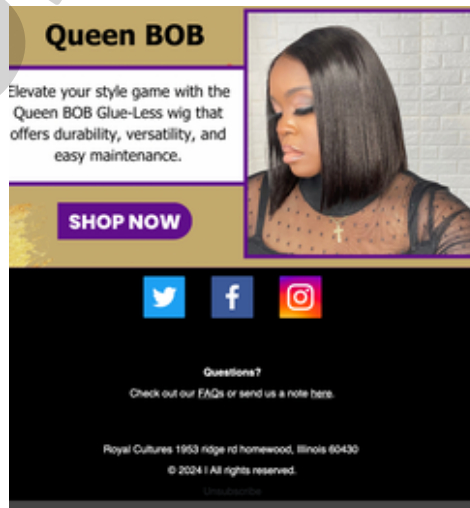
OVERVIEW

Royal Cultures, a brand known for its unique blend of fashion and cultural heritage, sought to expand its market reach and increase customer engagement through targeted email marketing strategies.

WHY THEY NEED THE PROJECT

Royal Cultures sought my assistance to enhance brand awareness, drive sales, and increase customer engagement through a targeted email marketing campaign.

WHAT THEY HAD



RESOURCES THE CLIENT PROVIDED

- Login details
- Brand colors
- Previous templates

WHAT I DID

1

Segmentation

The customer base was segmented based on purchase history, preferences, and engagement levels to tailor the messaging.

2

Design

A visually appealing template consistent with the brand's aesthetic was used to enhance the user experience.

3

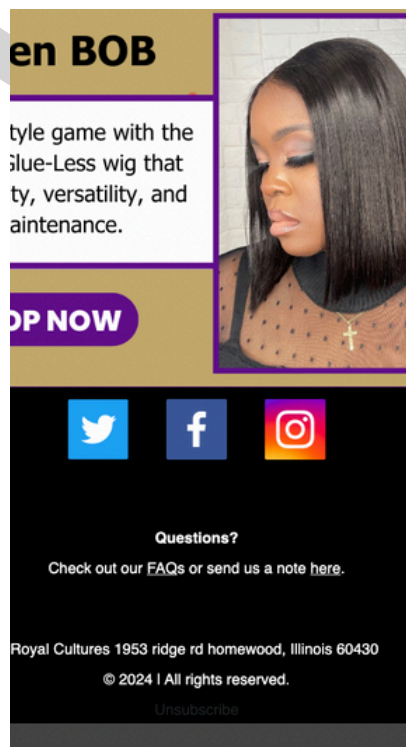
Testing

A/B testing was conducted on subject lines and call-to-action buttons to optimize open rates and click-through rates.

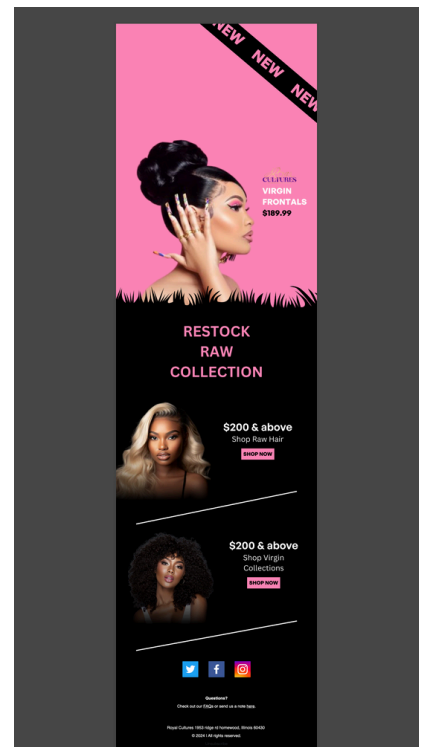
Key metrics

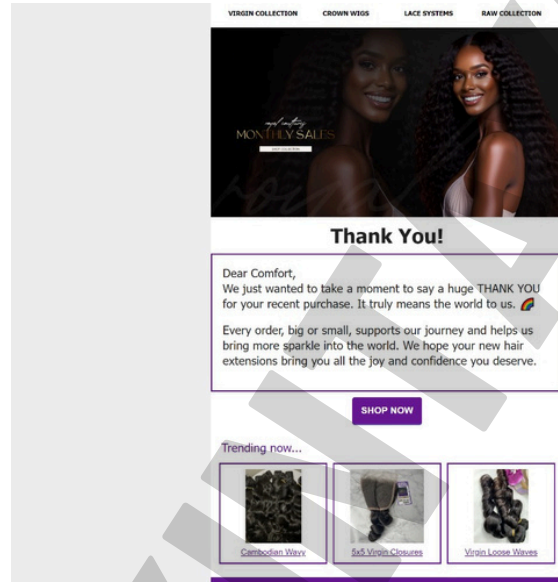
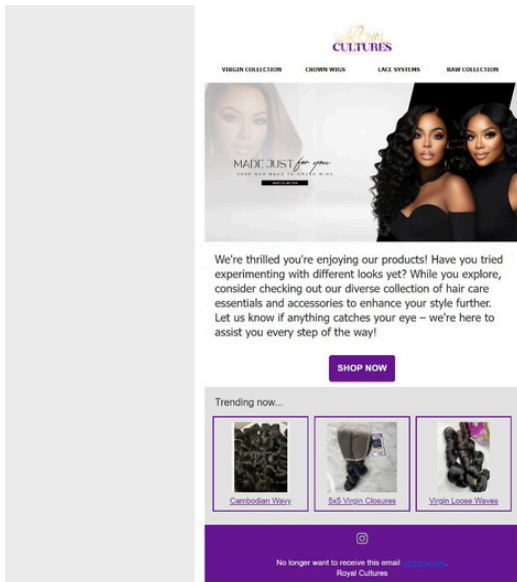
A significant increase in open rates and click-through rates, a noticeable boost in online sales within the first month of the campaign and an improved customer retention rates as evidenced by repeat purchases

BEFORE



AFTER





CLIENT'S FEEDBACK



Working with Comfort on our email marketing campaign was an absolute game-changer for Royal Cultures. From the outset, she demonstrated a deep understanding of our brand and our audience, crafting a strategy that was both innovative and perfectly aligned with our goals.

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.