

THE COMFORT AKINTAYO

SOCIRC.CO CASE STUDY



LEARN MORE



THECOMFORTAKINTAYO.COM

diamond4sure001@gmail.com





COMFORT AKINTAYO

SOCIRC.CO

SoCirc Co., known for making social plans easier, sought to revamp its email marketing strategy to better engage with its audience. The company enlisted the expertise of a talented email designer to create visually appealing email templates using Figma

AT A GLANCE

CHALLENGES

The primary challenges faced by SoCirc Co. included:

- Outdated email designs that failed to capture the attention of recipients.
- A lack of brand consistency across email communications.
- An underwhelming user experience that led to subpar engagement metrics.

OVERVIEW

The Socirc app gives you one place to pull all the essential info together. Know what your friends want to do and when they're available. Just send everyone an invite and keep track of everything.

WHY THEY NEED THE PROJECT

They needed a consistent and attractive email designs to reinforce the brand's identity and values, making it more memorable for the recipients.

RESOURCES THE CLIENT PROVIDED

- Login details
- Brand colors
- Previous templates

WHAT I DID

1

Research

Conducting a thorough analysis of the brand's identity and audience preferences.

2

Design

Utilizing Figma's robust design tools to craft bespoke email templates that resonate with the brand's ethos.

3

The Approach

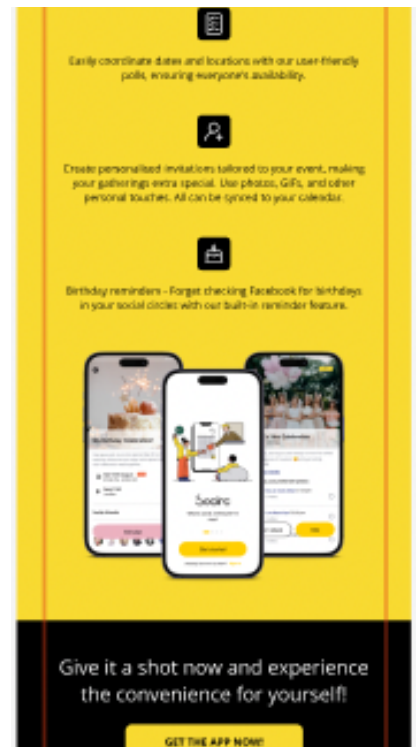
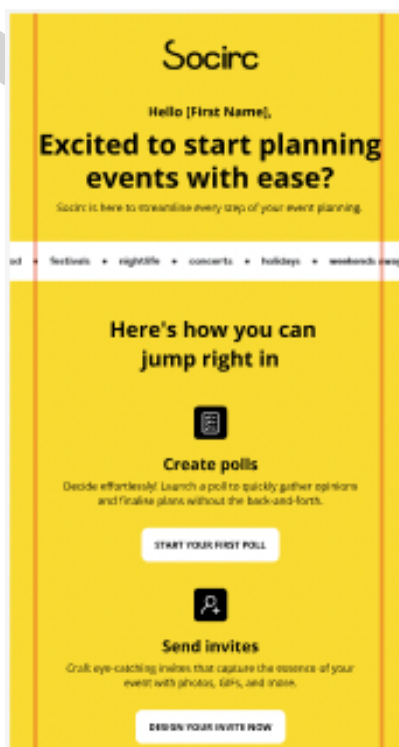
Implementing a user-centric design approach to ensure a seamless and enjoyable reading experience.

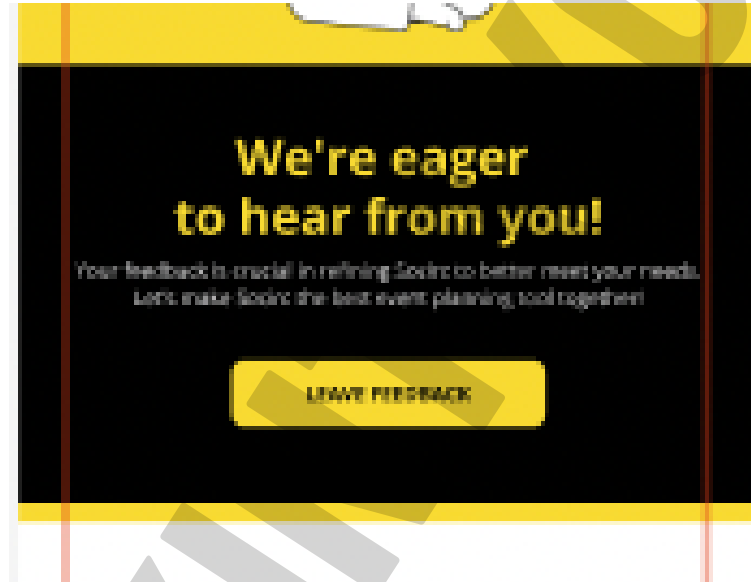
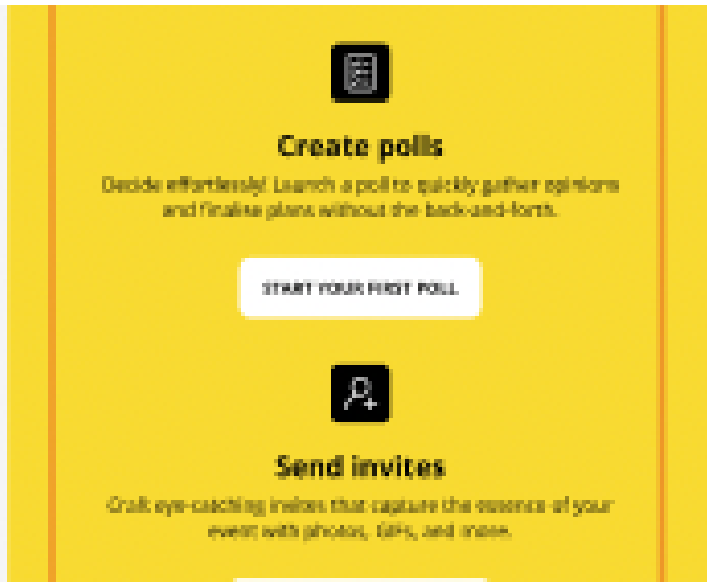
Key metrics

The new email designs had an immediate and profound impact:

A significant increase in open rates, indicating a stronger initial engagement.

Improved click-through rates, reflecting a more compelling call-to-action.





CLIENT'S FEEDBACK



This design overhaul was exactly what we needed to stay competitive and relevant in our customers' inboxes. We couldn't be happier with the results and the professional service provided.

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

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YOUR MARKETING ALLY

 www.thecomfortakintayo.com

 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.