



Email Marketing & Copywriting for Leather Jacket Store

PROJECT DETAILS

 Advertising & Marketing

 Sep. 2021 - Ongoing

 Less than \$10,000



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PROJECT SUMMARY

Leadhook Media handles the email marketing campaigns of an online leather jacket store. They've created a content strategy, set up automated email flows, and written copy for emails and landing pages.

PROJECT FEEDBACK

Thanks to Leadhook Media's efforts, the client saw an increase in sales from their email campaigns. The team ensures a smooth workflow by communicating regularly, clearly, and promptly – they respond to questions and requests right away and keep the client updated at all times.



The Client

Introduce your business and what you do there.

I'm the owner of Lusso Leather. We sell leather jackets mainly through our e-commerce website.

The Challenge

What challenge were you trying to address with Leadhook Media?

We hired them for their email marketing services.



Hannan H.
Owner, Lusso Leather



Consumer Products



1-10 Employees

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

What was the scope of their involvement?

After giving them more information about our business, Leadhook Media began working on our email marketing campaigns. They created templates, automated our email workflow, and crafted content based on the strategy they provided.

During the entire process, the Leadhook Media team regularly asked for our inputs and feedback, so that they could make the necessary changes accordingly. They also wrote copy for our landing page.

What is the team composition?

I directly work with two people – Shawn (Owner), and a designer. Shawn does the copy for our emails, and he's my main point of contact.

How did you come to work with Leadhook Media?

I posted a job ad on a freelance service website. I ended up interviewing a bunch of people, including Shawn, who made the most sense among the rest. He gave me a trial offer by making a campaign to demonstrate his knowledge and impressive copywriting skills.

How much have you invested with them?

We've spent about \$5,000 so far.

What is the status of this engagement?

We started working with them in September 2021, and our engagement is still ongoing.





The Outcome

What evidence can you share that demonstrates the impact of the engagement?

The emails that Leadhook Media created have helped us generate more sales.

How did Leadhook Media perform from a project management standpoint?

They're very easy to communicate with. Whenever I need something, I can call or message Shawn at almost any time, and he'll respond right away. We mainly communicate via phone and email, but we use Slack to discuss ongoing campaigns.

What did you find most impressive about them?

It's usually hard to communicate with other companies, but that hasn't been the case with Leadhook Media – their communication skills are the best.

Are there any areas they could improve on?

I can't think of anything.

Do you have any advice for potential customers?

Make sure to give all the information about your business, so they can come up with the best strategy.

