



Email Marketing for Online Water Filtration Retail Shop

PROJECT DETAILS

 Advertising & Marketing

 Nov. 2021 - Feb. 2022

 \$10,000 to \$49,999



"It was really awesome having a skilled business partner who brought value to the bottom line."

PROJECT SUMMARY

Leadhook Media provided email marketing for an online water filtration retail shop. They reviewed the company's target audience, adopted their style, and created strategies to nurture leads and generate sales.

PROJECT FEEDBACK

Leadhook Media successfully surpassed the company's target revenue of 30% and brought 35% instead, making the company profitable. They professionally and effectively led the project, ensuring everyone was on the same page. What stood out was their proactive guidance in leveraging opportunities.



The Client

Please describe your company and your position there.

I'm the co-owner of an online water filtration retail shop.

The Challenge

For what projects/services did your company hire Leadhook Media?

We were looking to capture potential sales through email marketing.

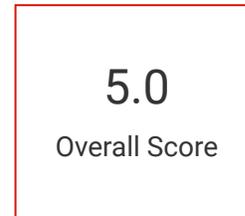
 **Tinavalen Smith**
Co-Owner, Highbrow Water Filters

 **Retail**

 **1-10 Employees**

 **Tampa, Florida**

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

How did you select this vendor?

We found 6 other companies who offered email marketing. After interviewing we chose Leadhook Media because of their ability to comprehend our brand and grasp the complexity of the challenges we were facing. Their ability to clearly and consistently communicate was well above average and we felt they took immediate ownership of the project.

Describe the scope of their work in detail.

After a few initial meetings where they learned who our audience was and who we are and how we like to communicate, they were able to emulate our "tone" and adopt our style of staying in touch with our audience. This allowed us to trust them more and more as we developed strategies to nurture our audience, build trust and drive more sales.

What was the team composition?

The project leader was extremely knowledgeable and took exceptional initiative to proactively capture opportunities. He was very effective in delegating email creation to his team members who were highly responsive and very talented as far as email structuring and graphics.





The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

Although we were uncertain if it was realistic, we had a goal to hire an email marketer that would help us capture 30% of our revenue per month with strategic email campaigns. We hired Leadhook Media and was able to surpass this goal by our second month as they were successful in helping us capture 35%.

On our 3rd month working with Leadhook Media, we realized that their email campaigns was the only aspect that made us profitable for that month. Our business was thrown a curveball completely unrelated to them and we if we had not been working with Leadhook Media that month we would have lost money. Very grateful for them carrying us through a tough time!

How effective was the workflow between your team and theirs?

The team was highly professional and effective. We were able to work with the lead project manager who ensured the rest of the team were on the same page.

What did you find most impressive about this company?

Very refreshing to work with an effectively communicating team where everyone has success of the project in their heart and zero drama. The team leader obviously had the experience to identify and capture opportunities and was able to proactively guide us to take advantage of those opportunities.

We really felt like our success was his success and that he always had ideas to stimulate our growth. We are grateful for his tips not only for this project, but also the tips that helped our business as a whole. It was really awesome having a skilled business partner who brought value to the bottom line.





Is there any area for improvement or anything that could have been done differently?

Honestly, this company did their part and more. I only find that I wish everyone was as easy to work with. They were very respectful of our time and made the value they provided was always more than what we paid for. We are very blessed to have found them. We look forward to working with them on other projects in the future.

