

Case Study - eMail Marketing for eCommerce

How does an email list contribute to \$6300 additional revenue for a Tea manufacturer?



All existing businesses have an advantage over the new business on the block. They have the patronage of existing customers and their eMails. *(if you are not collecting emails, you must start immediately)*

Most often than not, this advantage of email data is not put to good use, and the emails get stale over the years without any positive impact on the business.

Shipping country/region	Month	UTM campaign name	Total sales ▼
Summary			\$6,314.99
Japan	Apr 2022	67eab1f5ab-EMAIL_CAMPAIGN_2019_08_01_01_21_COPY_01	\$974.90
Japan	Mar 2022	47f65cb9dc-EMAIL_CAMPAIGN_2019_08_01_01_21_COPY_01	\$647.68
Japan	Mar 2022	3c563848ae-EMAIL_CAMPAIGN_2019_08_01_01_21_COPY_01	\$252.01
United States	Jan 2022	ad42e69692-EMAIL_CAMPAIGN_2019_08_01_01_21_COPY_01	\$250.09
China	Feb 2022	3a9fba82b2-EMAIL_CAMPAIGN_2019_08_01_01_21_COPY_01	\$244.10
Netherlands	Jul 2022	bd5f246524-EMAIL_CAMPAIGN_2019_08_01_01_21_COPY_01	\$222.54
United States	Jan 2022	852dec62a-EMAIL_CAMPAIGN_2019_08_01_01_21_COPY_02	\$207.88
Singapore	Jul 2022	389818	\$184.41
United States	May 2022	emailmarketing_122415448118	\$166.21
Lao People's Democratic Republic	Mar 2022	47f65cb9dc-EMAIL_CAMPAIGN_2019_08_01_01_21_COPY_01	\$165.83
United States	Jun 2022	b14402ec16-EMAIL_CAMPAIGN_2019_08_01_01_21_COPY_01	\$164.50



CASE IN POINT - CUSTOMER EMAILS COLLECTED FROM TEA RETAIL STORE & WEBSITE OF A TEA MANUFACTURER.

In our marketing review, we found that the tea manufacturer was not using email marketing to approach any of these customers after the initial order was delivered.

In step 1 - we put together a system in place to ask their retail outlets to actively ask users to share their email IDs and then share those email IDs back to us on a Bi-weekly basis.

In step 2 - We started importing all IDs from website orders & newsletter subscriptions along with IDs collected by the retail tea shop.

In step 3 - We set up their account with MailChimp and imported all e mails.

In step 4 - We started a weekly activity to send an information pack to these customers of tea manufacturers with a healthy mix of helpful information on teas, new tea arrivals, new offers and discounts.

We tracked the performance of all emails sent out and discovered their customers worldwide for fine teas. The orders started pouring in from this unengaged email list of clients.

IN THE LAST SIX MONTHS, WE COLLECTED ORDERS WORTH \$6314.99, AND WE ARE REACHING CLIENTS FROM DIFFERENT COUNTRIES.

This additional part of the sales happened because of user engagement from the emailer marketing, and it helped the tea manufacturer create a strong bond with their customer base.

Put your emails to good use today!

PRO TIP: PUT A SYSTEM IN PLACE TO INCENTIVIZE THE CUSTOMERS TO SHARE THEIR EMAILS AND SUBSCRIBE TO YOUR NEWSLETTER, IT COULD BE FIX COUPON DISCOUNT OR ANY FREE GIFT ITEM ON THEIR NEXT PURCHASE.