

BTS of achieving the impossible:

100% CONVERSION RATE



Email conversion strategist for SaaS and E-commerce brands

Challenging the status quo of the
email marketing world —
one email at a time

I pick email fights





**Project management app
needed to move users to their
new version by a specific
deadline.**

THE CHALLENGE

Not enough time for customer research



Hi {first name},

Some time ago, we released a new version of Workamajig called Platinum. A version that's faster, more secure, and wayyyyy better looking than its predecessor.

But it looks like you haven't switched over to it yet. I figured I'd reach out and ask the reason.

What's keeping you from switching over to Workamajig Platinum, {first.name}?

Feel free to hit reply and let me know. I'll be watching out for your email!

Talk soon,

Esther Cohen,
Director of Marketing, Workamajig

FIRST ORDER OF BUSINESS

Finding out what was
keeping them from using
the new version of the app



OVER

500 REPLIES

We got the customer insights we needed

Analyse Customer Data



Workamajig had a communications problem

Evaluate Existing Resources





Winning Combo

Webinar + Email



So, what happened?

Workamajig moved everyone to the new version.



Result

100% conversion, baby!

The Result is an Outlier

Or is it?

Email is a Long Game





Invest time, resources, and talent

Build your email foundations

Plan for the big results

Email is a Team Sport





Ask for help

Delegate

Let everyone do what they do best

Email is a communications tool

(before it's a marketing tool)





Talk to them, not at them



Establish trust



Treat them with respect

Email isn't always the right metric to track





Why do we need to send these emails?

What will happen when they convert?

What will happen if they don't?

Email isn't “Once and Done”



Reuse, repurpose, or resend

Optimize, optimize, optimize

Create a backup plan

It's never just one person



Email is a long game


Email is a team sport
(before it's a marketing tool)

Email is a communication tool

Email isn't always the right metric to track

Email isn't once and done

You're never solving an "email" problem. You're solving business problems with email.



THANK YOU!

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done right

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