



**Client:** A baby product manufacturer

**Project:** An informational email series for first-time customers

**Objective:** Provide information in an engaging way to improve customer satisfaction, brand loyalty and sales

## Client Specifications

Help us develop a strategy that will enable us to “provide awesome, useful content that will help [our customers] with their feeding journey and new journey into motherhood”

## Business Challenge

The client stated they wanted to be ‘best in class’. They wanted to become the go-to source of information for mothers in order to improve brand loyalty and brand awareness. They are, however, in a very competitive market. There are a number of very well-known brands that produce the same class of product, often selling products at cheaper prices. The challenge was to produce a strategic plan for the creation and dissemination of content that would provide valuable information to prospects and customers as well as clearly convey how the client’s products differ from those of their competitors and justify the added cost. The client also wanted to either reduce their expenditure on paid advertising or increase the sales generated by that advertising.

## Solution

- Clarify and suggest measurable goals and associated metrics
- Explain the relationship between content and the sales funnel/flywheel
- Outline the optimal schedule for sharing of blog content on social media
- Clarify and document the client’s target market + explain the importance of researching and developing customer personas
- Develop a clear plan for purchasing the required content, including a schedule and agreed topics
- Detail a plan for repurposing content to maximise the investment
- Plan a baseline email series for new customers and outline how to augment this with segment-specific campaigns in the future

## Performance

The client used the strategy to realise benefits in all monitored metrics. For instance email open and click rates both improved by 300%.

“

*Wow, she is sooooo impressive, she really knows her stuff. Being able to rely on the preciseness of the knowledge is VIP = trust for us and for our [customers]... That makes so much sense, great advice!*

”

## Experience and Certifications

- Inbound Certified (HubSpot Academy)
- 3 years of experience working full time on the government’s international science strategy