



◆ Case Study

E-Commerce
Lead Generation



Lead Generation Marketing

We implement targeted lead generation strategies to enhance brand recognition and drive customer acquisition for e-commerce, healthcare, travel, and educational brands. Our approach includes crafting and executing paid advertising campaigns across platforms such as Google Ads and social media channels, enabling precise audience targeting based on demographics, interests, and behaviors. This ensures that our messages reach individuals actively seeking relevant products or services, thereby optimizing conversion rates.

In addition to paid media, we develop and manage comprehensive email marketing campaigns to nurture leads and maintain ongoing engagement. By delivering personalized content, promotions, and updates directly to subscribers' inboxes, we keep the brand top-of-mind and encourage repeat interactions. This integrated strategy of combining paid advertising with email marketing allows us to effectively generate and nurture leads, ultimately driving growth and fostering long-term customer relationships.

Lead Generation Strategies

Targeted Paid Advertising

- Utilize platforms like Google Ads and social media to run campaigns aimed at specific demographics, interests, and behaviors, ensuring ads reach potential customers actively seeking related products or services.

Personalised Email Marketing

- Develop and execute email campaigns that deliver tailored content, promotions, and updates directly to subscribers, nurturing leads and encouraging repeat engagement.

Content Marketing with SEO Optimisation

- Develop and execute email campaigns that deliver tailored content, promotions, and updates directly to subscribers, nurturing leads and encouraging repeat engagement.



Analysis and Optimization

Comprehensive Data Analysis

- Regularly collect and examine data from all marketing channels to assess performance, identify trends, and uncover areas for improvement.

A/B Testing and Experimentation

- Implement controlled experiments to compare different marketing tactics, creatives, or channels, allowing data-driven decisions on the most effective strategies.

Budget Allocation Optimisation

- Analyze the return on investment (ROI) of various marketing activities to allocate resources more effectively, ensuring funds are directed toward the most impactful initiatives.



Table of Content



Huzzy Smart Sips

Feel the buzz w/o the fuzz



Skin by Brownlee & Co.

Helping you clear acne and fade dark spots-
glowing skin starts here



Precise Lighting

Exclusive Lighting Retailer

About Huzzy Smart Sips

Huzzy Smart Sips is a woman-owned, Black-founded brand that specializes in premium non-alcoholic cocktails. It redefines the drinking experience by offering sophisticated, alcohol-free alternatives crafted with high-quality ingredients. Huzzy Smart Sips caters to those who want to enjoy the essence of a great cocktail without the alcohol, making every sip both refreshing and guilt-free.

Huzzy Smart Sips is designed for health-conscious individuals, social drinkers, and anyone looking to enjoy flavorful, alcohol-free cocktails. Whether you're sober-curious, a designated driver, or simply prefer a refined, non-alcoholic experience, Huzzy Smart Sips provides a delicious alternative without compromising on taste, quality, or the social experience of drinking.



Objective

Enhance Marketing Efficiency

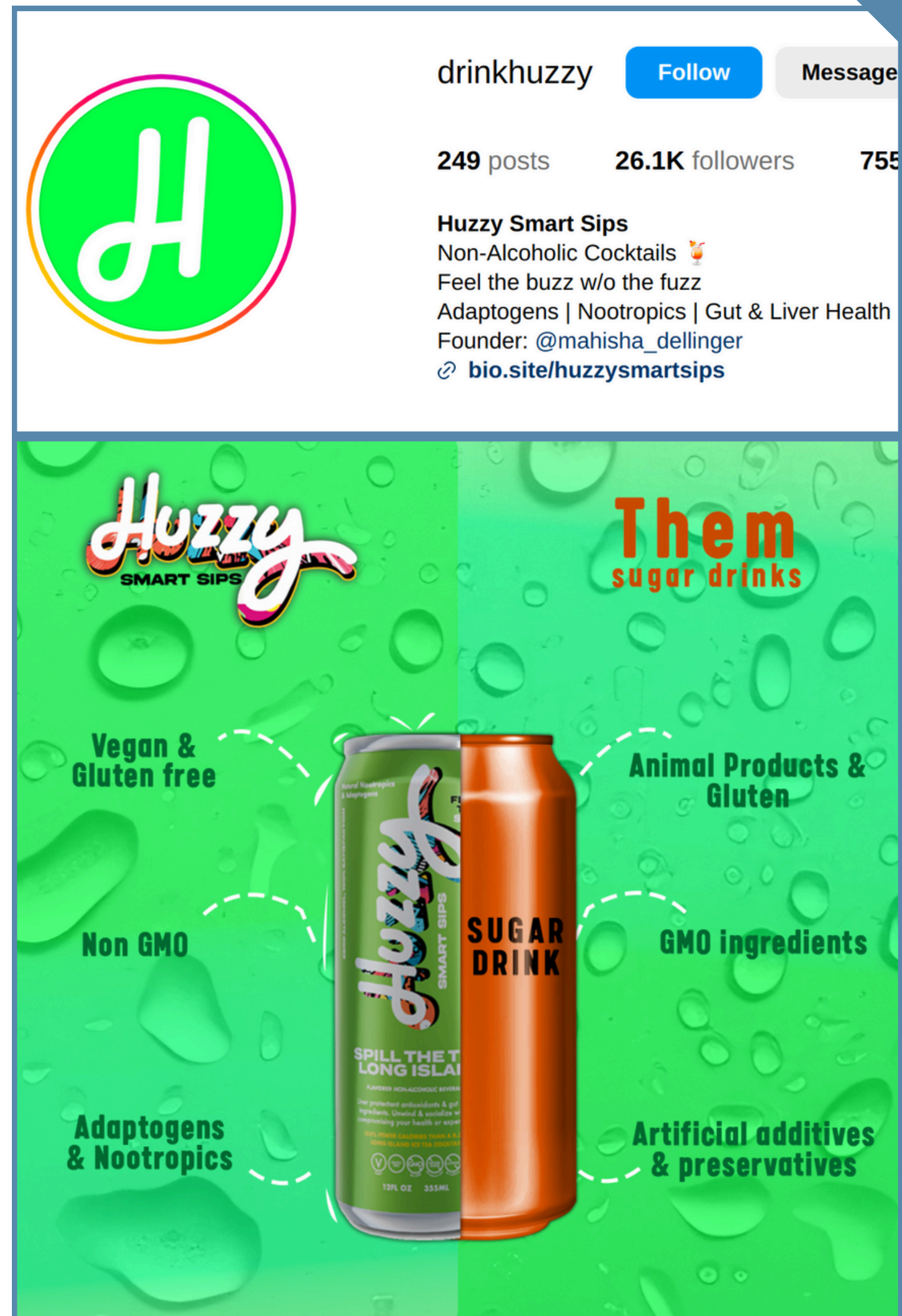
- Regularly collect and examine data from all marketing channels to assess performance, identify trends, and uncover areas for improvement.

Maximize Return on Investment (ROI)

- Analyze data to identify high-performing strategies and allocate budgets effectively, aiming to increase profitability and achieve better financial outcomes.

Improve Customer Engagement and Retention

- Utilize insights from marketing analytics to understand customer behaviors and preferences, enabling the development of targeted strategies that foster stronger relationships and encourage long-term loyalty.





GRAPEFRUIT



LEMON



PASSION
FLOWER

**NOOTROPICS
ANYONE?**

WANNA KNOW WHAT MAKES HUZZY SO LIT?

Optimizing Customer Retention with Targeted Email Marketing

Platform Used: All efforts were executed on Klaviyo, a robust email marketing platform, allowing for automation and personalization.

Targeted Previous Orders: We utilized email addresses from previous Huzzy Smart Sips orders to re-engage customers.

Newsletter Campaign: We launched a newsletter to keep customers updated on new offerings, promotions, and brand news.

Abandoned Cart Emails: We implemented a targeted abandoned cart campaign to retarget users who added products to their cart but didn't complete the checkout process.

WEEK 1 CAMPAIGNS

BENEFITS + SOCIAL PROOF

[MONDAYS]

CONQUER MONDAY BLUES WITH Huzzy SMART SIPS

Feeling the Monday blues?
Ditch the alcohol and grab a Huzzy!
Our non-alcoholic drinks are packed with adaptogen and nootropics to boost your focus and mood.

CHOOSE YOUR MONDAY MOOD BOOSTER:

- SPILL THE TEA LONG ISLAND**
For a tropical escape.
- BERRY BANGER**
For a fruity energy boost.
- HONEY-POP LEMON**
For a refreshing pick-me-up.

READY TO TRY HUZZY?
Get yours now and enjoy a happier Monday!

FOLLOW US ON
f i

GUT WRENCHING MYTHS + PARTY PREP

[WEDNESDAYS]

ESCAPE YOUR WEEKEND SIESTA SIP SANGRIA

HEY HUZZY FAM !
READY TO UNWIND AND ESCAPE THE HUSTLE AND BUSTLE? OUR SIESTA SIP SANGRIA IS YOUR TICKET TO RELAXATION. IMAGINE SIPPING ON A REFRESHING BLEND OF CITRUS AND RED FRUIT FLAVORS WITHOUT THE ALCOHOL. PERFECT FOR POOLSIDE LOUNGING, GARDEN PARTIES, OR SIMPLY UNWINDING AT HOME. HUZZY SIESTA SIP SANGRIA IS PACKED WITH NUTRIENTS TO **KEEP YOU FEELING GOOD.**

DID YOU KNOW?
EXCESSIVE ALCOHOL CONSUMPTION CAN LEAD TO DEHYDRATION AND IMPAIRED JUDGMENT. **CHOOSE A HEALTHIER AND HAPPIER WAY TO RELAX WITH HUZZY.**

READY TO RELAX? GRAB YOUR SIESTA

PURCHASE HERE

CHEERS, THE HUZZY SMART SIPS TEAM
f i

PROMOTIONS + GIVEAWAYS

[FRIDAYS]

BUY 1 CASE, GET FREE MOSCOW MULE
OFFER VALID 8/1-8/30

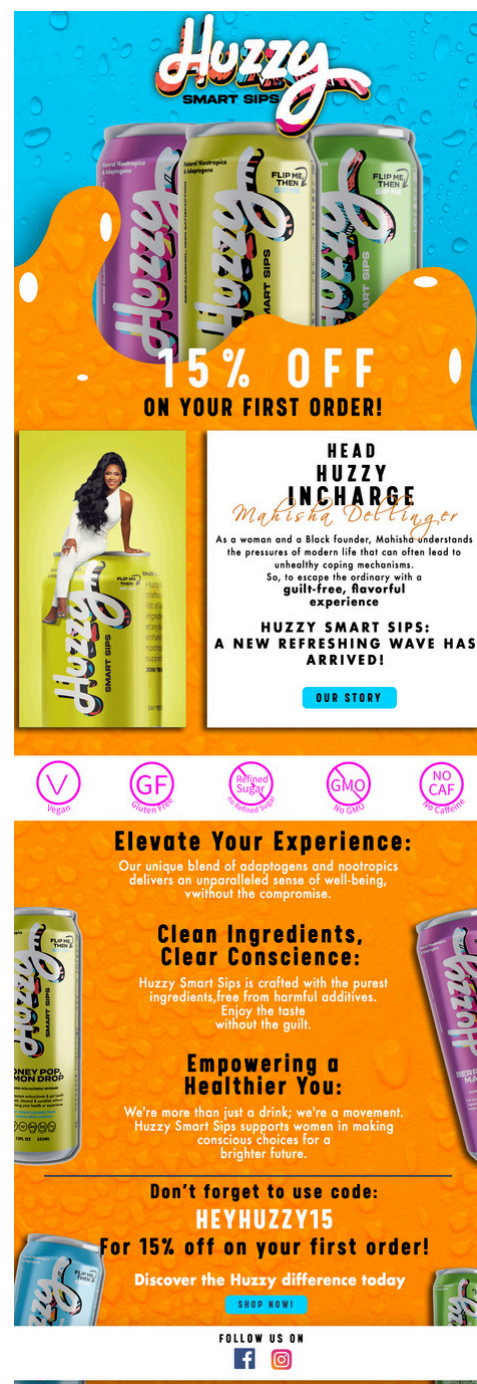
GET YOUR FREE CAN

Happy Sipping!

The Huzzy Smart Sips Team
f i

Apart from the weekly emailers, we also planned a series of persona-based email campaigns to enhance user engagement. These include a Welcome EMailer, an Abandoned Cart EMailer, and a Re-engagement EMailer, each tailored to specific user behaviors and designed to improve conversion and retention rates.

Welcome EMailer



Abandoned Cart EMailer



Re-engagement EMailer



Results: In just three months, these efforts generated significant revenue, successfully converting potential customers and delivering strong sales outcomes to the client.

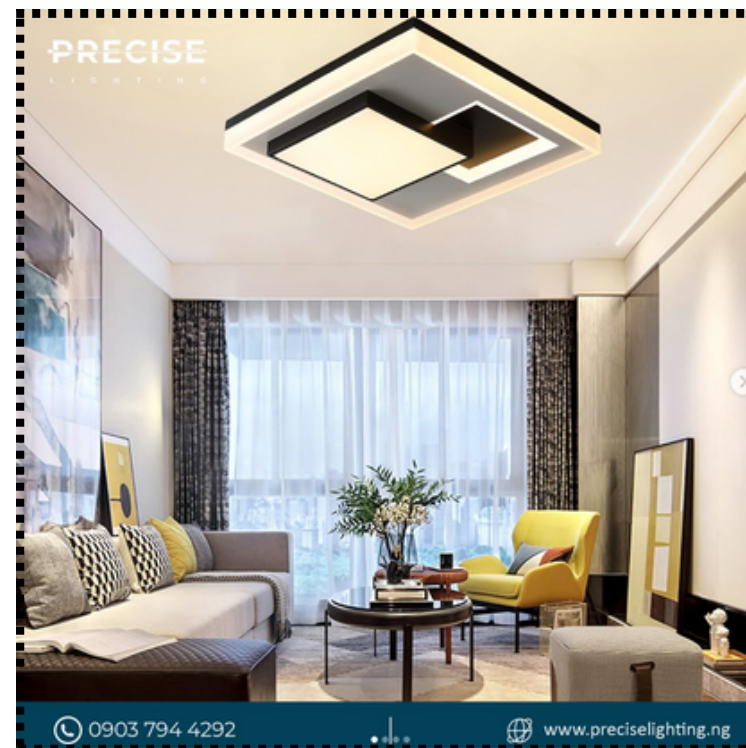
Month	Sent	Opened	Open Rate (%)	Clicked	Click Rate (%)	Revenue
September	350	45	12.85	7	2	\$88.00
October	615	112	18.21	17	2.76	\$211.00

No.	Date sent	Subject	Campaign name	Segments	Sent	Opened	Open rate (%)	Clicked	Click rate (%)	Unsubscribed	Reported spam	Bounced
	Oct 24, 2024	HACK YOUR HANGOVERS WITH 25% OFF	Oct 24th Email	Non Subscribed Users	10.2K	995	9.60%	13	0.12%	13	4	81
	Oct 21, 2024	TASTE THE DIFFERENCE	Oct 21st Email	Non Subscribed Users	9,288	970	10.40%	10	0.10%	15	5	63
	Oct 18, 2024	SNATCHED waistlines ONE CAN AT A TIME	Oct 18th Email	Non Subscribed Users	8,296	805	9.70%	7	0.08%	0	6	39
	Oct 16, 2024	INDULGE WITHOUT THE GUILT	Oct 16th Email	Non Subscribed Users	7,335	678	9.20%	10	0.13%	0	2	50

About Precise Lighting

Precise Lighting is a premier Nigerian company specializing in the design and distribution of decorative lighting solutions for both residential and commercial environments. Established in 2013, the company offers an extensive range of products, including chandeliers, pendant lights, wall lamps, ceiling lights, and outdoor fixtures, all crafted to enhance and illuminate various spaces. With a commitment to quality and style, Precise Lighting sources innovative designs inspired by the latest interior trends, ensuring that their offerings meet diverse aesthetic and functional needs.

Precise Lighting caters to a broad clientele, including homeowners seeking to elevate their living spaces, interior designers aiming to incorporate stylish lighting into their projects, architects focusing on integrating functional and aesthetic illumination, and businesses desiring to enhance their commercial environments. By providing high-quality, elegant lighting solutions, Precise Lighting serves those who value both form and function in their lighting choices.



Objective

Expand Customer Base

- Utilize targeted paid advertising to attract new leads within the residential and commercial sectors, increasing market reach and potential clientele.

Enhance Brand Visibility

- Implement strategic ad placements to elevate brand awareness and position Precise Lighting as a leading provider of premium lighting solutions in Nigeria.

Increase Sales Conversions

- Optimize paid campaigns to not only generate leads but also convert them into customers, thereby boosting revenue and achieving a strong return on investment.



preciselighting.ng

3,033 posts 88.1K followers

Precise Lighting

@preciselighting.ng

#1 Exclusive Lighting Retailer | Find us at @bellama


Mon-Sat | 9AM-8PM

15a Emma Abimbola Cole, Lagos


PRECISE
LIGHTING

***March:** The only month
that tells you to keep
moving. So... keep
marching!*


HAPPY NEW MONTH!



CONTACT US TODAY:
0903-794-4292


 precise.ng

PRECISE
LIGHTING



**DID YOU
KNOW?**
Switching to
energy-efficient
lighting can save
you money and
reduce energy use.

0903 794 4292

 www.preciselighting.ng



**Discover Latest Lighting Trends
With **Precise** Lighting**

₹5,000 OFF ON YOUR FIRST ORDER OVER ₹100K

SHOP NOW

Embellish Your Interiors In Elegance With Our Ultra-Modish
And Cutting-Edge Assortments Of Lighting Fixtures

Impressive Designs

Diverse Range

Pragmatic Features

Optimizing Customer Retention with Targeted Email Marketing

Platform Used: All efforts were executed on Shopify, a robust email marketing platform, allowing for automation and personalization.

Targeted Previous Orders: We utilized email addresses from previous Precise Lighting orders to re-engage customers.

Newsletter Campaign: We launched a newsletter to keep customers updated on new offerings, promotions, and brand news.

Abandoned Cart Emails: We implemented a targeted abandoned cart campaign to retarget users who added products to their cart but didn't complete the checkout process.

Email Campaign Creatives

PRECISE

LIGHTING


DISCOVER LATEST LIGHTING TRENDS

WITH PRECISE LIGHTING


Opulent interior lighting can add stunning dimensions to your home and we can assist in defining your vision. Our assortment resonates with your style, from mid-century contemporary to traditional-modern fusion.

Featured Categories


Spruce up your abode in elegance and sophistication with our premium-grade and pioneering range of lighting fixtures.




Chandeliers




Wall Sconces




Pendant Lights



Fanlights



Recessed Lights



Ceiling lights

What our customers have to say

Staff helped with the selection of items. Courteous staff. Items shipped to Abuja, looked way better than the online pictures. Suits the well- simple but classy. I will definitely buy with them.

Nice array of lights for the house

Awsome quality and unique products. Courteous and professional sales staff. Excellent customer service with the proper escalation in place.

”

Insight


Inspiration and recommendations for every residential and commercial project

Expertise


Professional assistance and guidance from seasoned lighting experts in Nigeria

Selection


More than thousands of intuitive lighting designs and styles to choose from



96% Customers recommend us




4.5 Customers recommend us




Nationwide Delivery

Express Delivery in Lagos your mind



Secure Payment

Personal information is safeguarded



7 Days Return

In case you change your mind

Shop From Our Fresh Collection

Precise Lighting


Your #1 Lighting Retailer In Nigeria

Our team is always available to assist you in taking your interior design and lighting adventure to the next level.

Subscribe

to our Newsletter

and Get 5000NG Off



15A Emma Abimbola Cole Street, Fola Osibo, Lekki Phase 1, Lagos, Nigeria

0903-794-4292

PRECISE

LIGHTING

Discover Latest Lighting Trends

With **Precise Lighting**

₦5,000 OFF ON YOUR FIRST ORDER OVER ₦100K

SHOP NOW

Embellish Your Interiors In Elegance With Our Ultra-Modish And Cutting-Edge Assortments Of Lighting Fixtures


Impressive Designs


Diverse Range


Pragmatic Features


Exclusively At Precise Lighting


Our premium-grade luminaires are meticulously designed to complement your indoor and outdoor spaces.
















All You Need To Create Your Happy Place



Visit Our Showroom

Check out your favorite PRECISE lightings and try before you buy



Free Design Advice

Get tailored design or product advice from our showroom team

Follow Us On Instagram

Join our **75k** Instagram family

SHOP FROM OUR EXPANSIVE RANGE

OF LIGHTING FIXTURES AT BUDGET-FRIENDLY PRICES

*Offering Nationwide Delivery In Nigeria

15A Emma Abimbola Cole Street, Fola Osibo, Lekki Phase 1, Lagos, Nigeria

0903-794-4292

PRECISE


LIGHTING

2022

HAPPY NEW YEAR

The Precise Lighting Team Wishes You A Bright, Joyous, And Prosperous New Year.

Let's Celebrate!



This Year, Let's Gear Up For New Opportunities, Challenges, And Goals.

With New Milestones To Achieve And Dreams To Fulfill, We Are Excited To Embark On This Journey With Unparalleled Hope, Love & Support.

At Precise Lighting, We Are Dedicated To Bringing Plausible Lighting Designs That Caters To Diverse Interior Schemes

Revamp Your Abode In Style & Elegance With Premium-Grade and Trendsetting Range of Lighting Fixtures From Precise Lighting

Shop From Our Fresh Collection of Luminaires.

15A Emma Abimbola Cole Street, Fola Osibo, Lekki Phase 1, Lagos, Nigeria

0903-794-4292

Month	Sent	Opened	Open Rate (%)	Clicked	Click Rate (%)	Revenue
February	215	108	50.20%	6	2.80%	\$98.00
March	6,805	730	10.70%	12	0.17%	\$2166.00

No.	Date sent	Subject	Campaign name	Segments	Sent	Opened	Open rate (%)	Clicked	Click rate (%)	Unsubscribed	Reported spam	Bounced
	Oct 24, 2024	HACK YOUR HANGOVERS WITH 25% OFF	Oct 24th Email	Non Subscribed Users	10.2K	995	9.60%	13	0.12%	13	4	81
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		INDULGE		Non								
Huzzy Smart Sips	Precise Lighting	Skin by Brownlee & Co.		> <								

About Skin by Brownlee & Co.

Skin by Brownlee & Co. offers esthetician-approved, clinical skincare solutions designed to target acne and hyperpigmentation. To enhance their digital presence and reach a broader audience, they engaged Oodles for comprehensive digital marketing management. Services included crafting targeted ad campaigns, developing engaging email and SMS marketing strategies, and optimizing their overall digital marketing efforts.

It is tailored for individuals seeking advanced, clinically-proven skincare solutions, especially those dealing with acne and hyperpigmentation. The brand is ideal for customers who value esthetician-approved products and are looking for targeted treatments that address persistent skin concerns. Whether you're struggling with breakouts or uneven skin tone, these solutions offer a professional-grade approach to achieving a healthier, more radiant complexion.



Objective

Expand Customer Base

- Leverage targeted email campaigns to reach new subscribers, including skincare enthusiasts and individuals struggling with acne and hyperpigmentation, in order to grow the brand’s customer community and nurture potential clients.


Enhance Brand Visibility

- Utilize beautifully designed, informative email content to reinforce Skin by Brownlee & Co.’s position as a trusted leader in corrective skincare. This includes sharing expert tips, product education, and client success stories to build brand credibility and awareness.

Increase Sales Conversions

- Craft strategic, high-converting email flows—such as welcome series, product spotlights, and special promotions—to guide subscribers through their skincare journey and convert interest into product purchases, driving revenue and maximizing return on investment.





skinbybrownleeandco

Follow

Mess

3,383 posts

30.2K followers

4,715 following

Skin by Brownlee & Co

Medical spa

Helping you clear acne and fade dark spots-glowing skin starts here

Trusted by pros, proven skincare that transforms

25+... more

4318 Montgomery Rd, Cincinnati 45212

linktr.ee/skinbybrownleeandco



Toned Brightening Serum

smooths &
brightens with
mandelic &
kojic acid



evens skin
minimizes
discoloration
niacinamide

hydrates &
renews with
lactic &
hyaluronic acid

Optimizing Customer Retention with Targeted Email Marketing

Platform Used: All email marketing efforts were executed through Shopify, enabling automation, segmentation, and personalized messaging to boost engagement.

Targeted Previous Orders: We utilized past purchase data from Skin by Brownlee & Co. to reconnect with previous customers, encouraging repeat purchases and loyalty.

Newsletter Campaign: A branded newsletter was developed to consistently update subscribers on skincare tips, new product launches, exclusive promotions, and brand news—keeping the audience informed and engaged.

Abandoned Cart Emails: We implemented an abandoned cart email flow to recover lost sales by reminding users of products left behind, with gentle nudges and value-driven messaging.

Our Email Marketing Funnel strategy involves a series of automated email messages sent to a specific audience with the goal of guiding them through the buyer journey and eventually converting them into paying customers.

We planned a series of persona-based email campaigns to enhance user engagement.
These include:

1. Welcome Emailer
2. New Product Launch Emailer
3. Personalised Product Recommendation Emailer
4. Abandoned Cart Emailer
5. Re-engagement Emailer
6. Goodbye Emailer




Email Campaign Creatives

SKIN BY BROWNLEE & CO

Welcome
TO GLOWING SKIN!
SKIN BY BROWNLEE & CO.

Hi,

Are you ready for a journey to clearer and healthier skin with Skin by Brownlee & Co. community? We're thrilled to welcome you.



MEET SYLVIA

OUR FOUNDER, SYLVIA BROWNLEE, A SKINCARE EXPERT PASSIONATE ABOUT HELPING PEOPLE ACHIEVE THEIR BEST SKIN.


CLICK HERE

We believe in personalized solutions. Take our quick quiz to understand your unique skin type and concerns. We'll recommend products and treatments tailored **just for you!**

CLICK HERE


UNLEASH YOUR SKIN'S POTENTIAL:

Skin by Brownlee & Co. offers a comprehensive approach to skincare, including:




EFFECTIVE PRODUCTS:

High-quality, targeted products developed by skincare specialists.



EXPERT TREATMENTS:

In-clinic and virtual options to address specific concerns.



PERSONALIZED PROGRAMS:




Guided routines to achieve your desired results.

Explore our website to learn more how we can help you achieve a radiant, confident complexion.

www.reallygreatsite.com

LET'S CONNECT

Follow us on social media for skincare tips, inspiring stories, and **exclusive offers!**

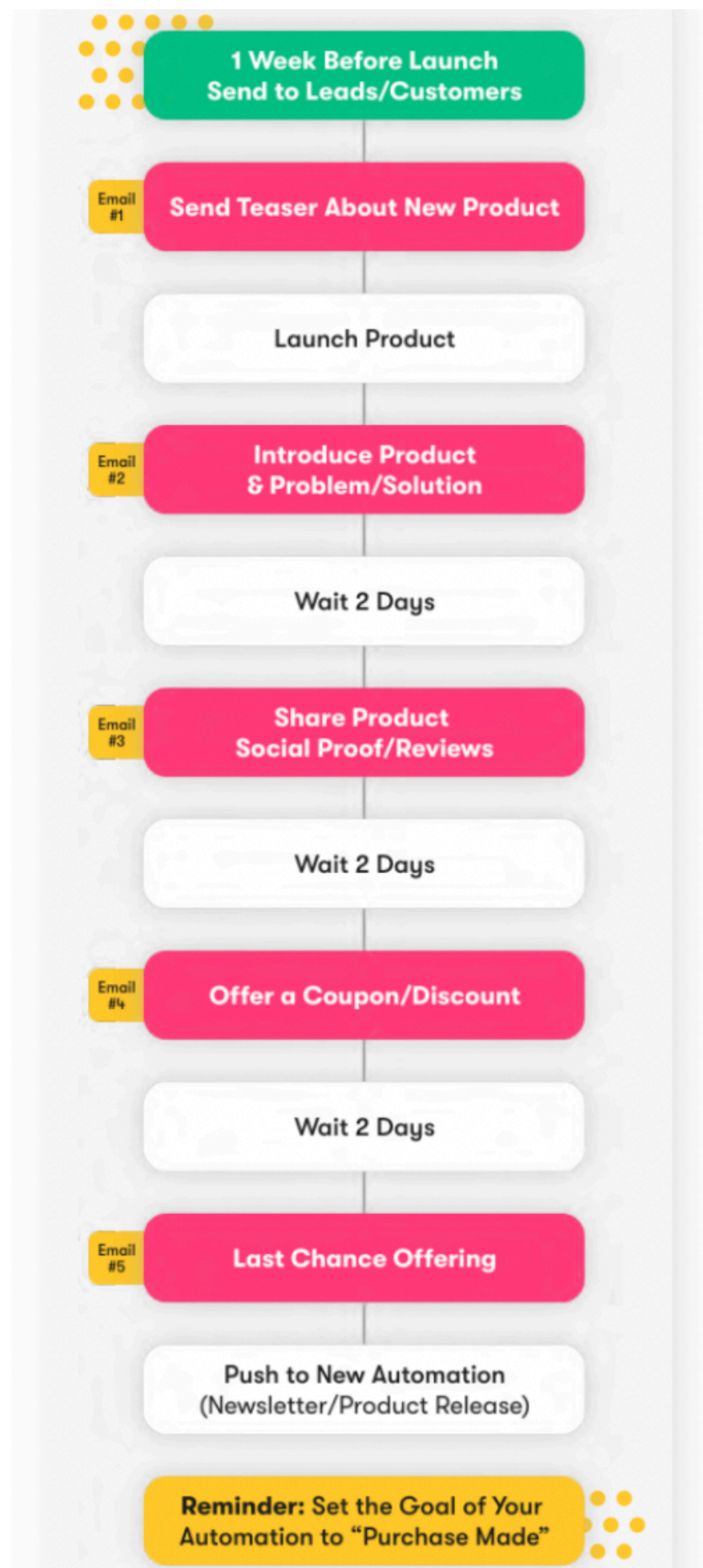


We're excited to be part of your skincare journey!

The Skin by Brownlee & Co. Team

WELCOME EMAILER

New Product Launch



SKIN BY BROWNLEE & CO

YOUR SKINCARE Essentials Await

Hey There,
We noticed you left some amazing Skin by Brownlee & Co. products in your cart. Is there anything stopping you from experiencing the transformation?

We understand life gets busy, so we wanted to gently remind you about these incredible products:



01
ACNE TREATMENT KIT
Acne: SKIN's Travel Acne Kit with Combat Acne Anywhere cleanser, Pure Protection Sunscreen and Hydration Nasion Serum.



02
CRYOTHERAPY BALL
A zero-mess, stainless steel, facial ball that takes the place of ice to calm inflammation and speed up your skin's recovery process.



02
MANDELIC SERUM
Unleash the power of clear, radiant skin with our Hydra Mandelic so Serum, your ultimate weapon against hyperpigmentation.

Ready to complete your skincare routine? Click below to return to your cart and checkout.

If you have any questions or need assistance, our customer care team is happy to help.

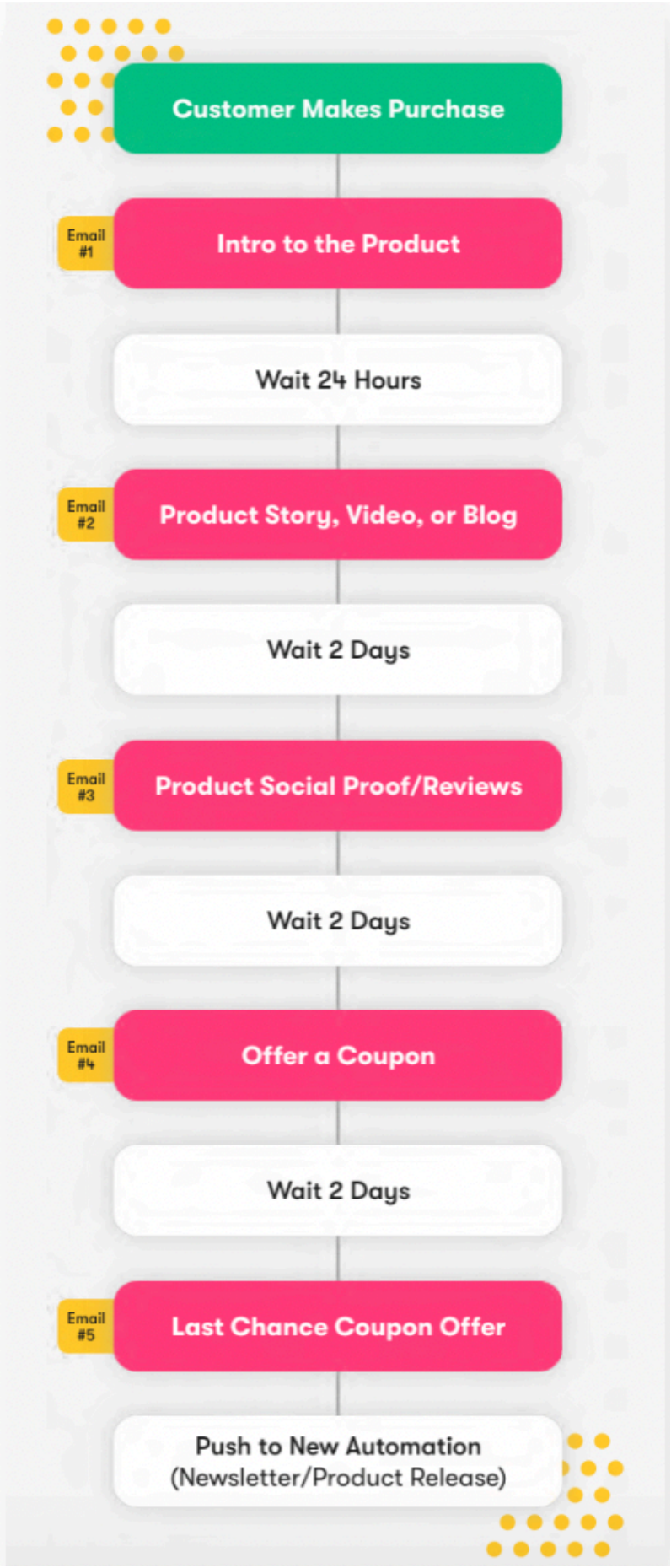
✉ www.reallygreatsite.com

We can't wait to see you glowing!
With Love, **The Skin by Brownlee & Co. Team**

Instagram Facebook YouTube

Emailer Creative

Personalized Product Recommendation Emailer Creative



SKIN
BY BROWNLEE & CO

Ice TherapyCryoball

Indulge in the ultimate skin-soothing experience with the SBBC Ice Therapy Cryoball. Discover the power of ice therapy and rejuvenate your skin today!



HOWTOUSE

1. Chill: Place in the freezer for 4-6 hours to activate.
2. Prepare: Cleanse your face thoroughly.
3. Massage: Gently massage your face using circular motions for 2 minutes with the Cryoball.

SKIN
BY BROWNLEE & CO

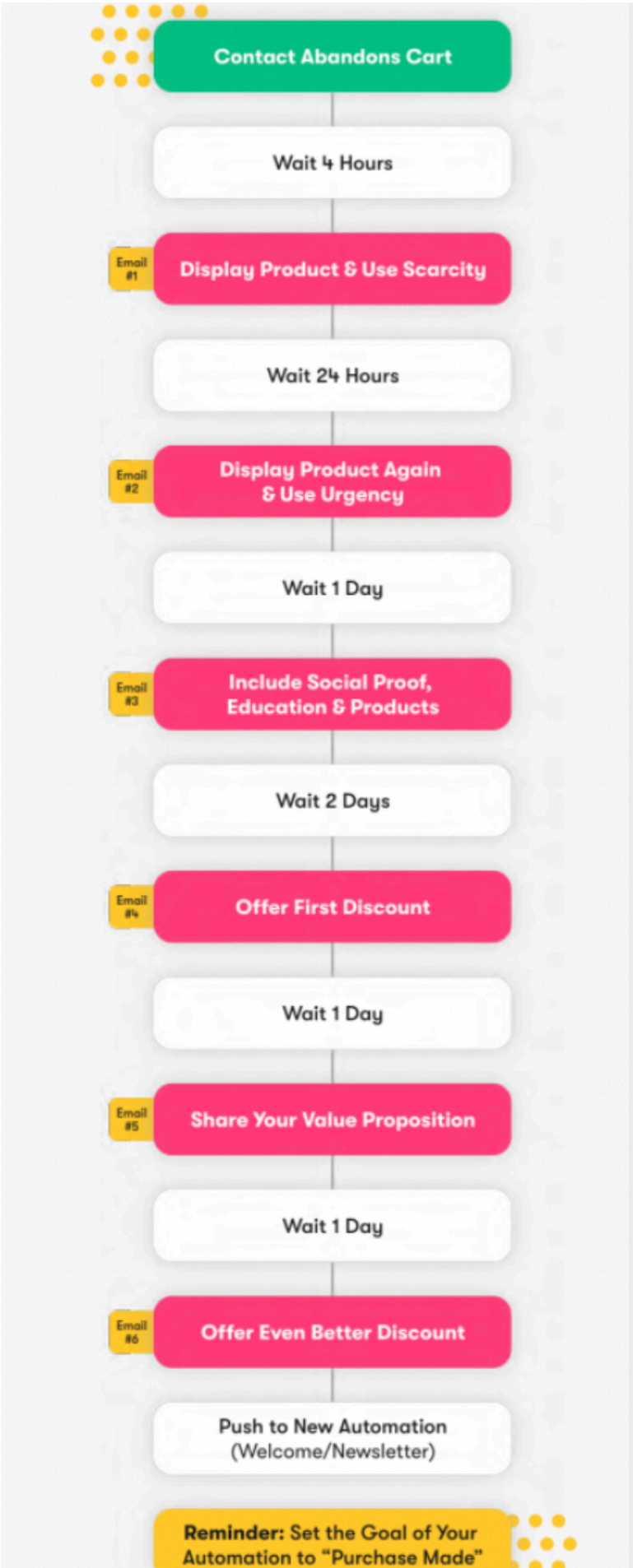
Our top 3 Bestsellers

for clearer, brighter skin



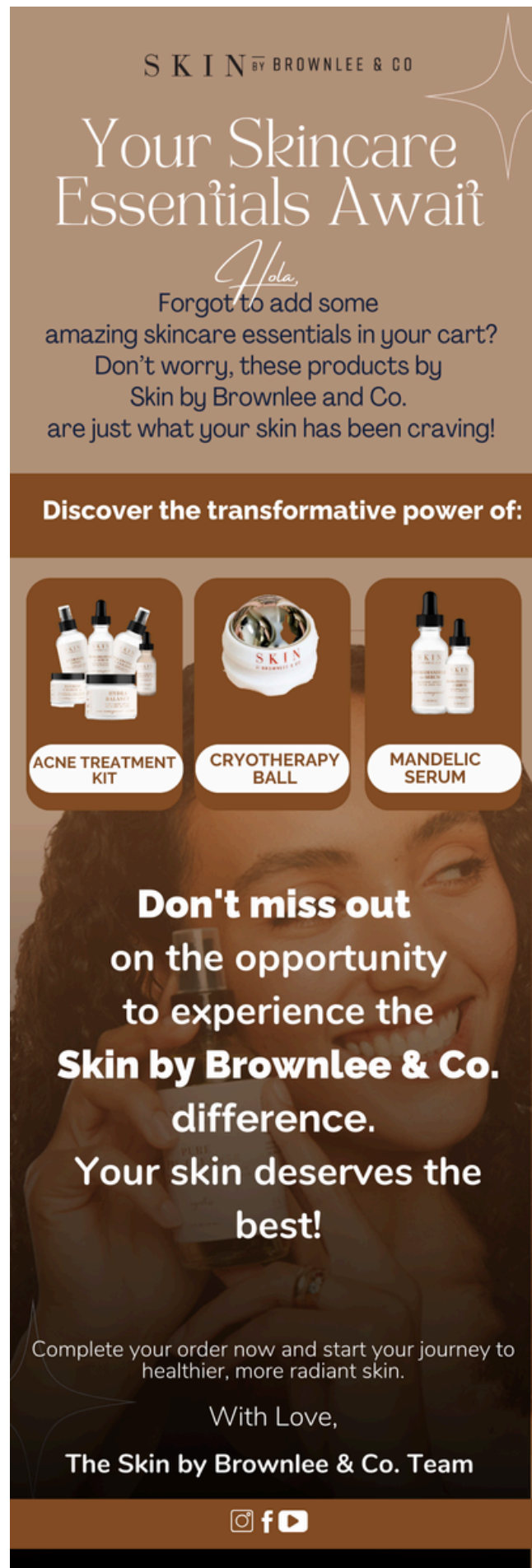
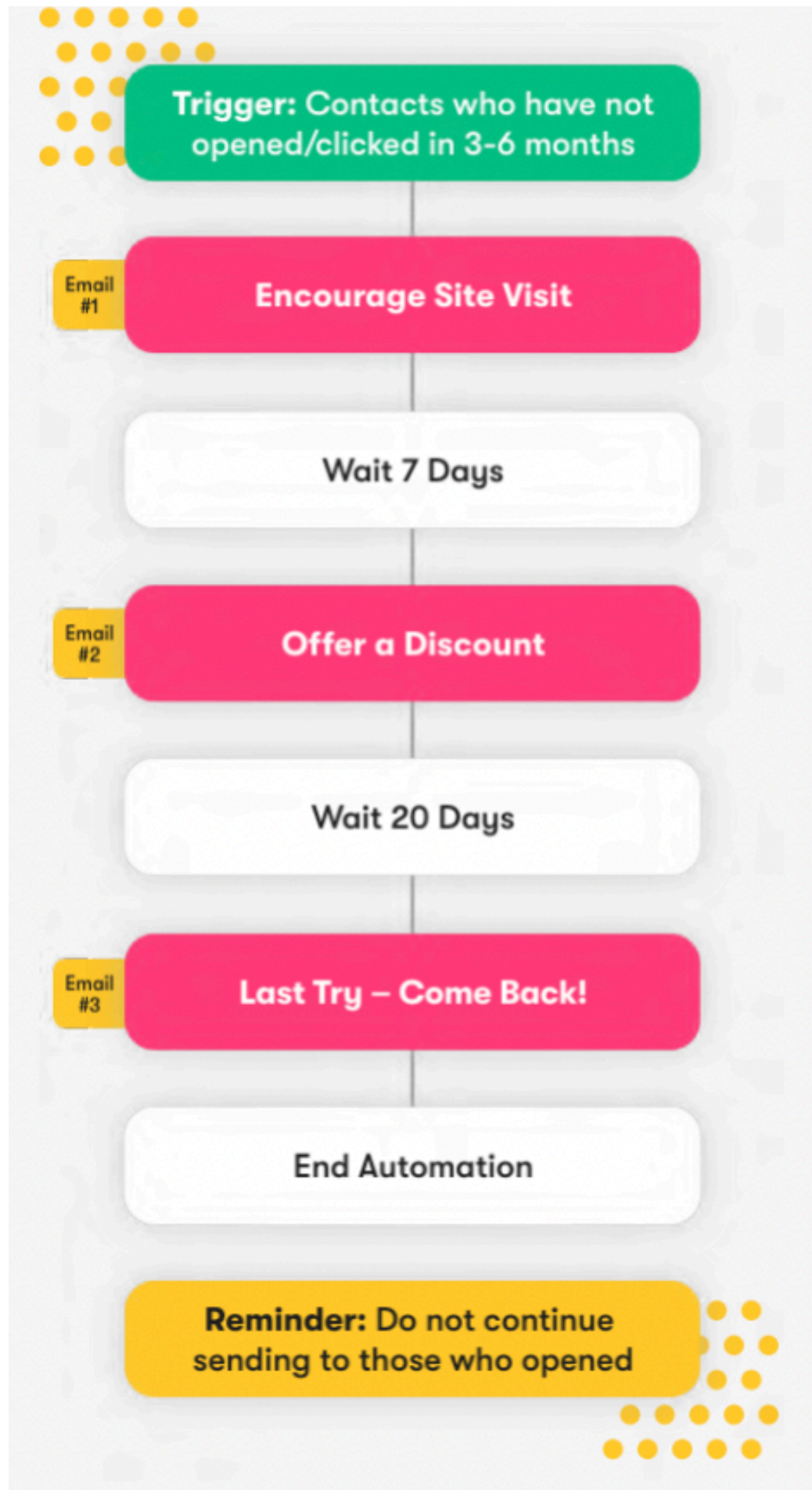
Discover the power of our **Acne Treatment Kit**,
Mandelic Acid Serum, and Cryotherapy Ball.

Abandoned Cart



Emailer Creative

Re-engagement



Emailer Creative

Email Campaign Creatives



GOODBYE EMAILER

The image features a white background with decorative geometric patterns in the corners. These patterns consist of overlapping diagonal stripes in black, light blue, and dark blue. The stripes are arranged in a way that creates a sense of depth and movement, framing the central text.

Thank you

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