

**The Business:**

Tropic Skincare (Ethical and chemical free skincare and make-up)

**The Problem:**

Pippa who is a Senior Ambassador for Tropic Skincare had attempted to email her customers in the past though admitted this wasn't regular and she needed encouragement along with a plan. Part of the problem was finding the time and having support in terms of ideas for content and getting the emails to look professional. Another issue was the fact that when Pippa did send an email, she was always tempted to overload the email with products, lots of information and mixed messages which made the overall layout look too busy and not as smart and neat as she wanted it to be.

**The Solution:**

The first step was to ensure we scheduled in regular meetings to sit down together, find out what her strategy was and plan ahead! Together we discussed themes and products that would suit the key messages. I would provide a gentle reminder not to overload the email with too much and to remember that people have a very short attention span when it comes to marketing emails.

With an agreed plan in place, I built professional and logically laid out email templates in Mailchimp. After adding brand colours, images and logos etc I added sections and links to regular areas such Pippa's online shop, her contact email and to her business Facebook page. In addition, I made sure that the ethical logos were clearly displayed, especially as this is a USP of the brand.

Once the basic templates were established, I ensured there were attention grabbing subject titles and sub text to encourage the receiver to open the email.

I explained to Pippa what had been done and how. Together, we would test the email and comment on what we thought worked well and what needed a tweak. Occasionally, Pippa would want supporting leaflets to give out to her Pilates class or WIBN meetings and so I would receive the information and a general concept and tweak this for her.

**The Outcome:**

Professional looking emails sent to her customers every month containing personalised messages from Pippa and products that linked with the overall theme and message. The emails engaged her customers enough to open them and so far, so good! The open rate is a fantastic average of 45%. With supporting literature on the leaflets, her messages and branding are now consistent.

Months down the line and Pippa is now able to comfortably use the templates within Mailchimp herself. We still catch up every month to discuss the plan and I still put together an email header, test the email and give constructive feedback. I still make tweaks here and there if required. Pippa has really taken on board how planning ahead is the key and is now flying with her marketing. So much so, she has now started planning and posting videos on her Facebook page and sales are going really well.

**What's next?** I'll be showing her how slideshows on Social media can really show off her products and I'd also like to encourage her to use Instagram and to start test targeting her products to a slightly younger market!

**Testimonial**

"Adelle is very professional, knowledgeable and creative. She is happy to work with your budget, be flexible and responds quickly if you have any questions. Her support and advice has helped me to be more organised, confident and given me a fresh perspective for my marketing campaign. I look forward to our meetings."

Pippa Sloan, Senior Ambassador, Tropic.