

TheAromi.com Email Campaigns

Customer: Larissa Pickens, Co-owner, TheAromi.com

Industry: Personal and Home fragranced products, B2C

Subscriber Demographics: Adults: 55% men, 40% women, 5% Unspecified. Ages: 25 – 65

Project Duration: July – November 2022

Established in 2019, TheAromi.com is a small, online retail website selling brand-name fragranced products. The site also features Fernweh Editions, their own line of candles inspired by travel destinations. The Aromi's promise to customers is to deliver authentic fragrance products for reasonable prices.

Co-owner Larissa Pickens chose to work with me because of my expertise with strategy, creative graphics and messaging. **“As a small business owner, I needed someone like Nancy who could wear multiple hats, bring new inspiration to our campaigns, and reinforce our brand story. Nancy’s involvement allowed us to reach out to customers more frequently which increased awareness and sales.”**

Opportunity from The Aromi

Larissa's goal was to gain attention from her niche audience ahead of the final quarter of 2022 and she wanted to experiment with different types of content to see how each might affect sales. “Since we have a small market share within the realm of online fragrance-sellers, I wanted to experiment within our existing customer base by sharing creative content with the goal of differentiating The Aromi from our competition,” said Larissa. **My storytelling skills, brand-focused background and collaborative approach provided a great foundation to brainstorm, innovate and execute Larissa’s vision.**

Content Creation Overview

After discussing what Larissa wished to achieve for The Aromi, we agreed on campaign subject categories and I mapped out a schedule for content drafts, reviews and publish dates. As we moved forward, I suggested improvements to existing automated emails, researched other marketing tools (i.e. quizzes, rewards club), increased the number of subscribers with a website pop-up A/B test and refined the mailing lists to focus prime shopping season outreach on engaged customers.

Content subject matter and frequency

- **Educational:** Edited existing blog posts to feature the origin story of a common fragrance ingredient or an interview with a fragrance professional once per month.
- **Sales & Discounts:** Created one sale campaign each month, average of four emails per campaign.
- **Home Page Newsletter Sign-up A/B Test:** Changed the location of the pop-up, added product images and tested offers based on content themes, above.

The Results

I created email campaigns for The Aromi with clear calls to action, engaging subject lines, and content. The following metrics show my success compared with the performance of past campaigns.

We learned that sales and discounts were opened more frequently than educational emails. And, that sale messaging with a specific holiday theme performed better than general sale announcements. Messages close to Black Friday created the most revenue, which is not surprising, but boosting subscriber awareness for the brand in the months leading up to end-of-year shopping season contributed positively to the outcomes below.

Metric	Time Period	2021 Result	2022 Result	% Increase
Average Click-Through Rate	July – November	8.75%	21.5%	146%
Best-Performing Message (based on revenue)	November – December	\$154	\$412	167%
Revenue Attributed to Email Campaigns	July – November	\$4,200	\$8,500	102%
Message with Highest Number of Unique Opens		405	1,200	196%

How May I Help You?

If you like to build interest in your brand with an email campaign refresh, contact me to evaluate your existing content and create new content to boost your business.

Email: Nancy [at] Nancydraws [dot-com]