



Attract, convert & retain more customers

Lifecycle marketing for health and wellness businesses

We are Pepped

A specialized lifecycle marketing agency that helps growing health and wellness businesses attract, convert and retain more customers.

We started off with the simple idea that customer loyalty doesn't happen by accident. 'Pep' means to make something more lively and engaging.


And that's exactly what we do.





Our mission

To empower health and wellness businesses with the infrastructure and support they need to accelerate growth and enable their customers to live healthier and happier lives.

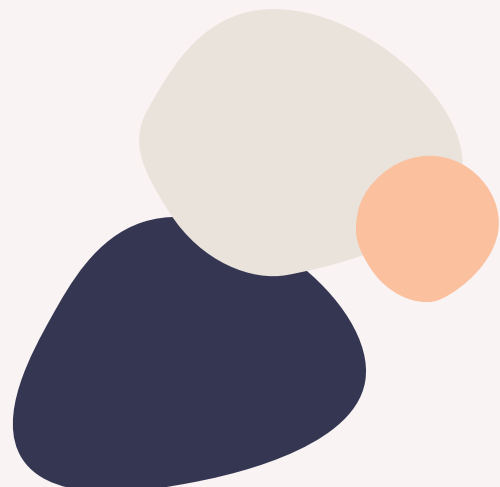
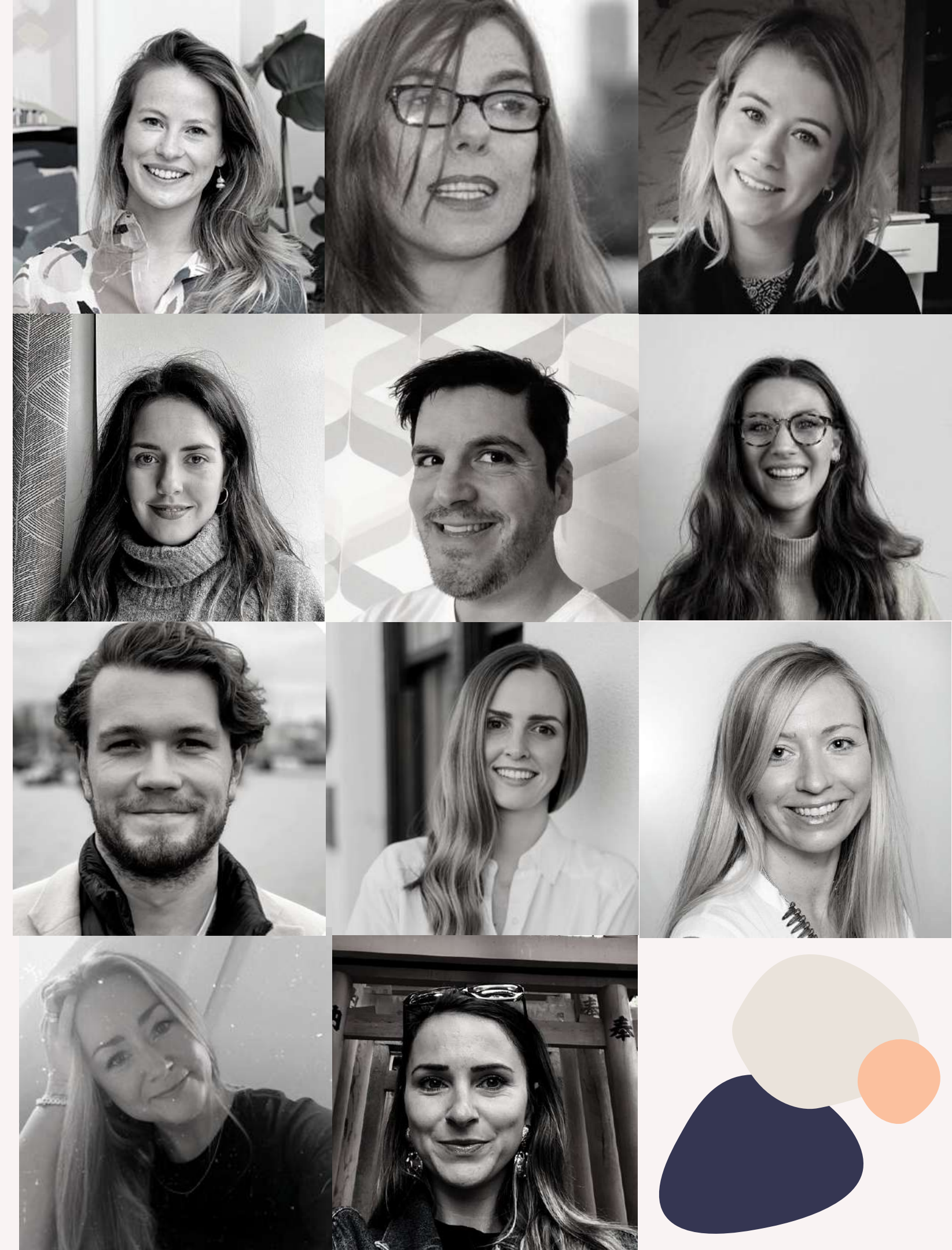


A team of specialists

We're a team of highly experienced lifecycle specialists with an incredible focus on empowering our clients to help their customers live healthier lives.

As a team, we're dedicated to getting the best results for our clients by drawing upon our breadth of experience within the health and wellness space.

- Strategists
- Lifecycle Marketeers
- Copywriters
- Designers
- Engineers
- Project Managers



What is Lifecycle Marketing?

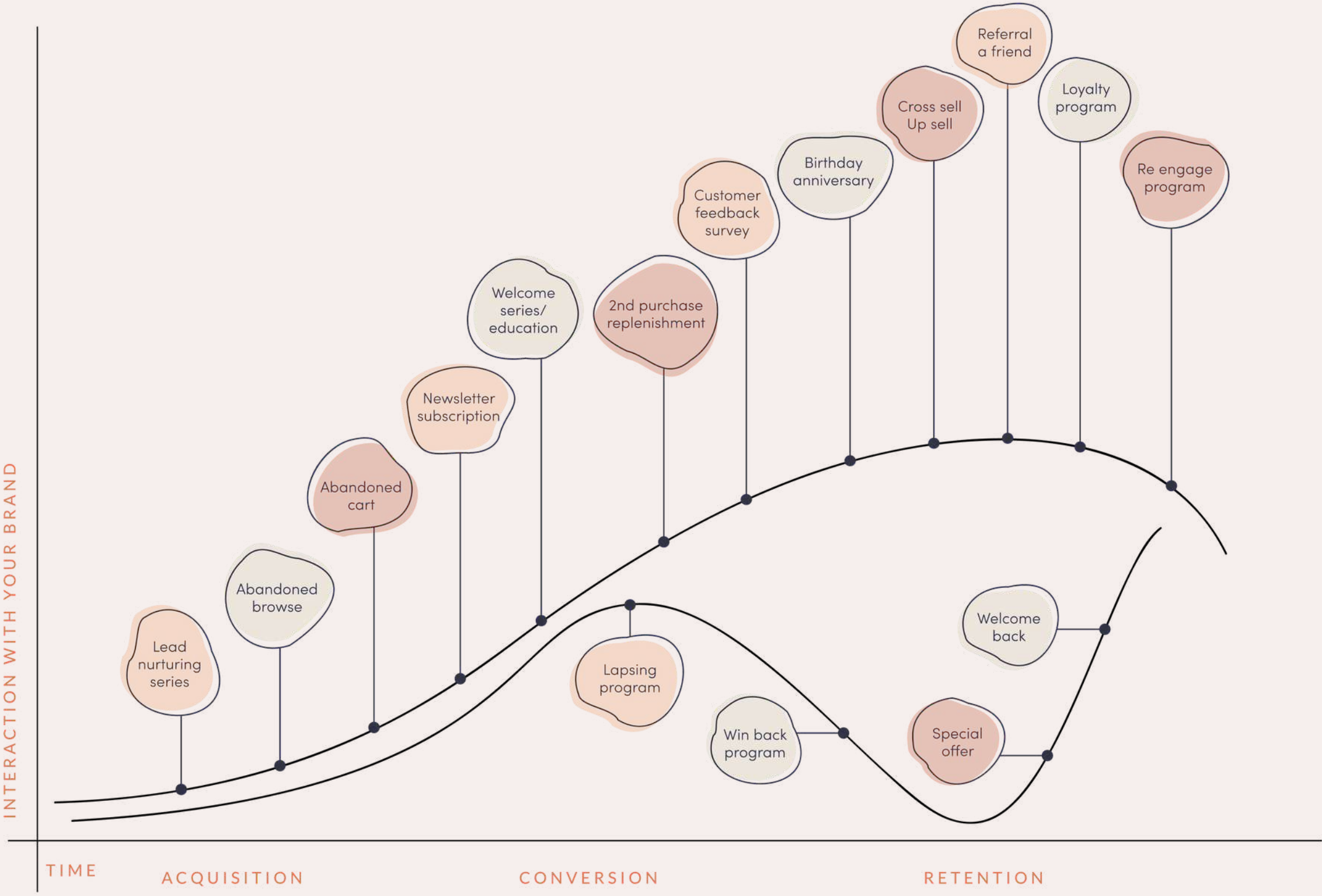
We've got news. The days of a one size fits all approach to marketing are long gone.

Lifecycle marketing is all about providing your audience with the kinds of communication and experiences they need and as they move through the customer journey.

They run the show; meanwhile, you're there at every touchpoint, providing value.

The Customer Lifecycle

Building an email marketing strategy for growth means taking the time to build the right foundation with human and customer-driven conversations that ultimately drive impactful results for your business.



How We Do It

We can meet you anywhere in your lifecycle marketing journey and create a unique roadmap that changes and grows with you, from full implementation through to strategic advice.

Our agile team of specialists have decades of industry expertise. with a variety of email service providers from Klaviyo, through to Braze and Mailchimp.

Whatever tools you're using, we'll harness the power of email automation, segmentation, and personalisation to turn your audience into high-value, long-term brand advocates.

KLAVIYO // **MASTER**
GOLD PARTNER



braze

HubSpot



customer.io

How We Work

We provide our services in a simple 2 stage process.



Stage 1

Strategic Roadmap

A practical roadmap detailing your customer journey and recommended communication plan

Tell me more: The Strategic Roadmap is the perfect starting point for scaling businesses who want to remove the guesswork and develop a highly effective and watertight lifecycle marketing strategy that works hard to convert and retain more customers.

What's involved? The project is broken down into two stages; an initial deep dive and analysis followed by the development of the Roadmap.



Stage 2

Full Implementation

Bring your Strategic Roadmap to life by implementing your full customer journey

Tell me more: Designed for businesses who want to fast track their success. We'll cover end to end implementation including strategy, design, copywriting, segmentation and build as part of an ongoing monthly retainer.

What's involved? We aim to form an ongoing partnership and work closely with you as we optimise and build out your lifecycle marketing strategy.


Who we work with



Our Work

Subject Line: You're in the club
Preview Text: Let us know how you're getting on

CIRCLA.



How does it feel?

Your order should have arrived by now, which means you're officially part of the refill revolution.


We hope you enjoy your [Product Name]. We'll collect your empties when you're done, so you can start earning points and saving on your next order.

Of course, if your order hasn't arrived safely - or if there's anything else you'd like to chat about - we're here for you. Drop us a line at help@circla.co.uk

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Recovery Face Cream Bao Skincare

SHOP NOW

happy customers

products. Amazing service. Highly recommended!"


ALICE



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Quick and easy delivery for £4.99

HIGH POINT



DON'T MISS OUT


Hey chloe

The bottle you were browsing is still on ice. Before we make it available to other shoppers (or enjoy it ourselves), here are three reasons why we know you'll want to check out.

1. Our alcohol-free beverages will tantalise your taste buds and allow you to enjoy the day after.
2. We're pioneers of perfection with decades of experience in brewing and fermenting.
3. Perfection can't be rushed. It takes one month to lovingly craft just one bottle.

RETURN TO CART


MEET RUBY & AMBER



AMBER

Amber is our deep and smoky non-alcoholic digestif. Smoky and spicy with notes of log-fired toffee, it's the perfect nightcap.

SHOP NOW



RUBY


Ruby is our wild and vibrant non-alcoholic aperitif. Zesty and spicy with bittersweet citrus flavours, it's a great way to start the night.

SHOP NOW


Our exceptional, unique blends make perfect moments more memorable. Want to savour the flavour?

RETURN TO CART

CREATED ON THE WILD COAST OF CORNWALL



HIGH POINT



Hi chloe

Well, hello there.

Coming up to our mailing list - you've certainly got great taste.

Oh, have you tried our premium, delicious non-alcoholic spits yet?

SAVOUR THE FLAVOUR

TAKE OUR TIME

Based on the Cornish coast, our expert team is dedicated to being pioneers of perfection (when it's not surfing, that is).


WE CAN'T RUSH PERFECTION

Each drop of our unique flavours is crafted from each using a top-secret blend of raw and natural ingredients. No artificial flavours. No alcohol. No better choice.


THE EXPERTS IN BREWING AND BLENDING

When you factor in the time spent blending, brewing, and fermenting (ok, and surfing) each one takes one month to perfect by hand. Take a sip and you'll agree we're the high point of the day.

OUR PRODUCTS




Ruby £3.00 [Shop now](#)



Both digestifs £25.00 [Shop now](#)

MEET EDDIE




Brewery Harbour back in 2012. Over the years, we've built incredible know-how in fermentation and as we did, we started looking at the future beyond beer.

We saw an opportunity for fermentation to create unparalleled aromas, flavours, and aftertaste that could truly transform the world of non-alcoholic drinks.

Free Shipping on all UK orders


PURESPORT



Ready to take the next step?

Whether you want to relax or find a new gear, we've got a triple-lab-tested, game-changing product to help. Our CBD & Nootropic range includes all-natural drops, soothing balms, and zingy capsules. What will you try next?

Meet the All Stars



100mg CBD Balm	500mg CBD Oil	1500mg CBD Capsules
£42.99	£37.99	£72.99

SHOW ME MORE

★★★★★ Fantastic service and the products actually work. I get the best results! - Jesse C.

★★★★★ The balm is really easy to use, smells amazing and the effects were immediate. I am really impressed and am using it regularly. - Miss Gilbert.

Free delivery

When you spend over £30, we'll throw in delivery for free. Plus, you can benefit from flexible payment options.

TELL ME MORE

Smarter shopping

Ensure you never run out of your favourite products with our flexible, hassle-free subscription service.

DISCOVER MORE

Free Shipping on all UK orders

PURESPORT



SHARE YOUR JOURNEY.

Social. Go Further

Share your story - and inspire others - by joining the Pure Sport community. It's where our incredible customers share their changing impact: our products have on their everyday lives. What's your story?

Together we will #GoFurther

@puresportcbd



Got a question?

Wellness is a marathon, not a sprint and we're with you every step of the way. So, if you've got a question about our products, CBD, or optimising performance, we're here when you need us.

SAY HELLO

What our clients say



Claudia Gwinnutt



Could not recommend the team at Pepped more! We bought them on as we were launching and they have helped build out our lifecycle marketing strategy. They are absolute **experts in their field** and deliver **exceptional** results!



Caspar Rose



Pepped are a **true pleasure** to work with. Their **experience across the wellness** sector and DTC combined make them a powerful asset in any team structure.



Jeremy May



Pepped quickly understood the nuances of our brand, and were able to develop an email marketing strategy that combined performance, brand aesthetic and tone of voice. **I'd recommend Pepped** to anyone.

Email sessions
generated

+40%
YoY

Sessions converted to
sale

+53%
YoY

Value of sales

+50%
YoY

Average order value

+6%
YoY

Case study

Planet Organic

The challenge: Planet Organic wanted to take their lifecycle marketing strategy to the next level in order to drive e-commerce sales and retain more customers over the long run. Planet Organic wanted to base their strategy on data and real insights and needed to ensure they were sending more personalized and tailored communication based on where a customer is in their lifecycle.

Our approach: We've been working with Planet Organic to review and recalibrate their lifecycle marketing in order to deliver a more optimal campaign strategy. We've also optimized their automations and created new automations in order to create a more watertight customer experience, whilst boosting RPR and CLTV over time.



Ave automation OR

40.1%

Ave automation CTR

10.3%

Increase in lead nurture
CVR

49.5%

Ave increase in
abandoned cart CVR

45%

Case study

Hims

The challenge: Having recently launched in the UK, Hims needed to implement a thorough customer journey that worked to effectively educate, engage and nurture customers. The strategy also needed to ensure that Hims was sending tailored communication to customers, taking their buying stage and product interest into account in order to drive engagement and boost customer lifetime value.

Our approach: Pepped have been working with the Hims UK team to implement their email communication across the customer lifecycle including the following key projects; lead nurturing and customer onboarding strategy, customer engagement content plan designed to position Hims as a trusted authority, as well as data analysis and segmentation in order to drive LTV.

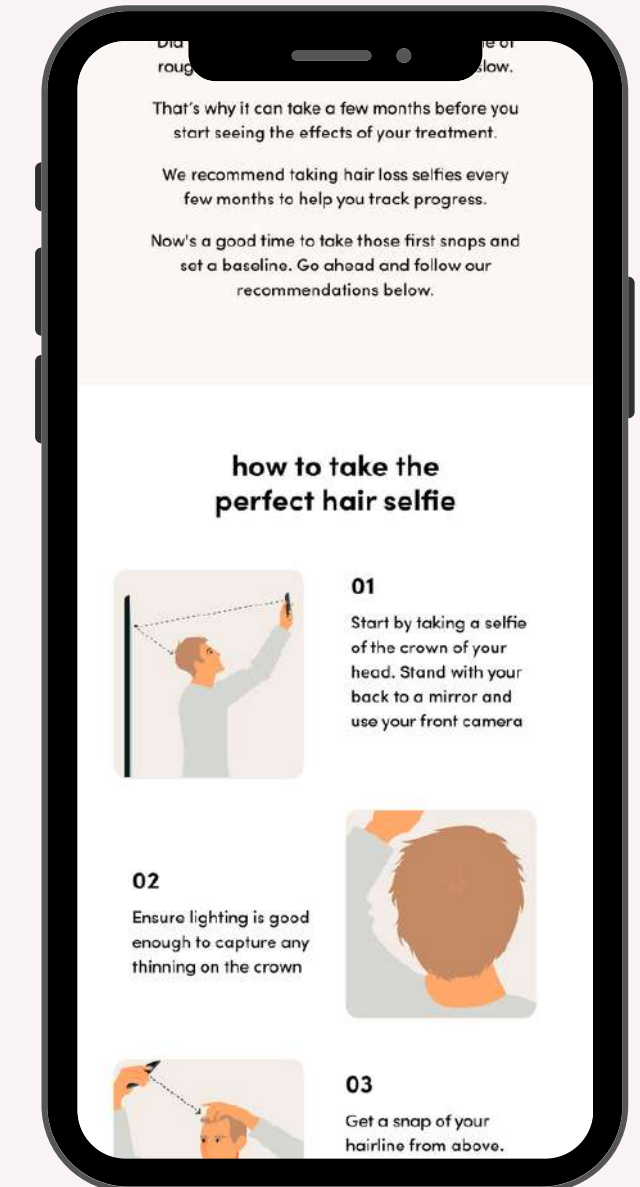
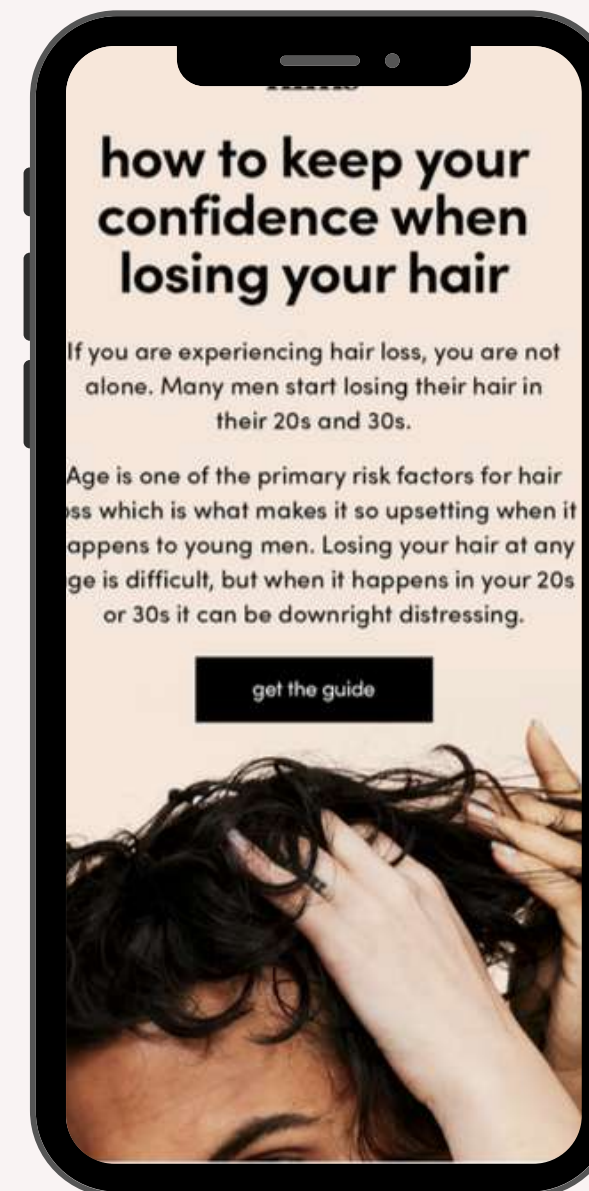


hims



In the 9 months I have worked with Pepped I have consistently been impressed with both their output and strategic thinking, they have been an extremely important part of Hims success in the UK.”

**Henry Allan | General Manager
Hims UK**



Ave automation OR

30.6%

Increase in campaign
CTR

17%

Increase in CVR

28%

Increase in revenue
attributed to email

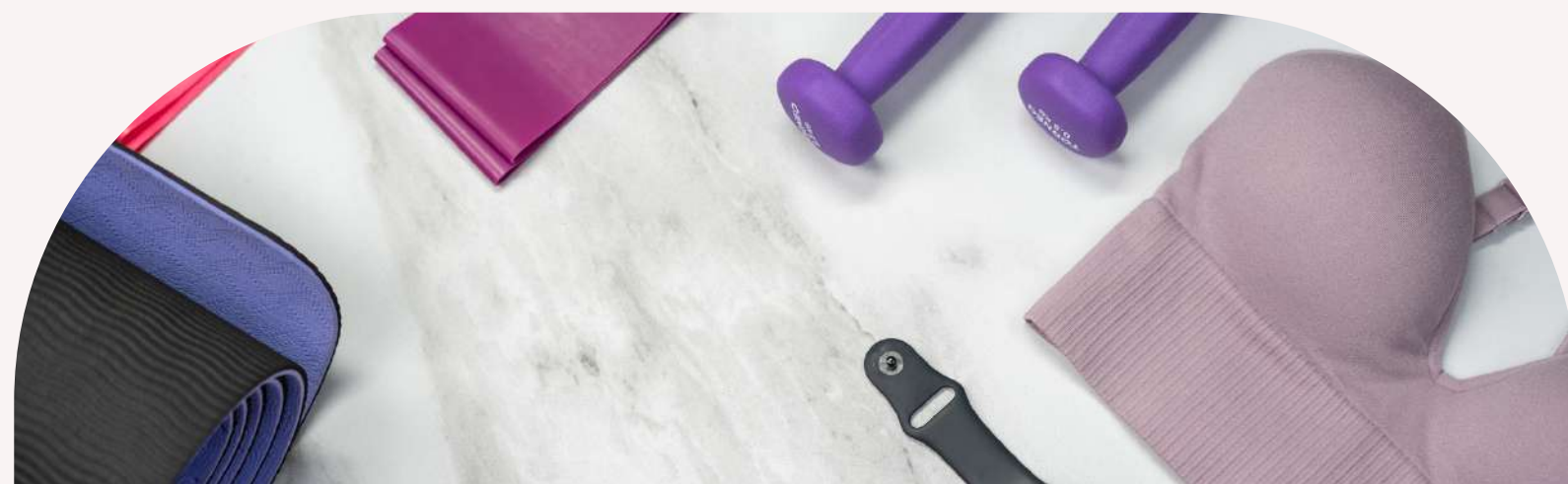
25%

Case study

Alexia Clark

The challenge: The Alexia Clark app is a US based, on-demand fitness and nutrition app serving fitness enthusiasts throughout the US, UK and Australia. The Alexia Clark team wanted to grow the business by implementing a watertight lifecycle marketing strategy that enabled them to more effectively acquire and convert leads into paying app customers.

Our approach: We worked with the Alexia Clark team for 18 months to overhaul their lifecycle marketing across the full customer journey. Our key projects included designing and optimising a new lead nurture series, optimising their automated onboarding journey, developing comms for the refer a friend program as well as the customer win back series to reduce customer churn and drive LTV.

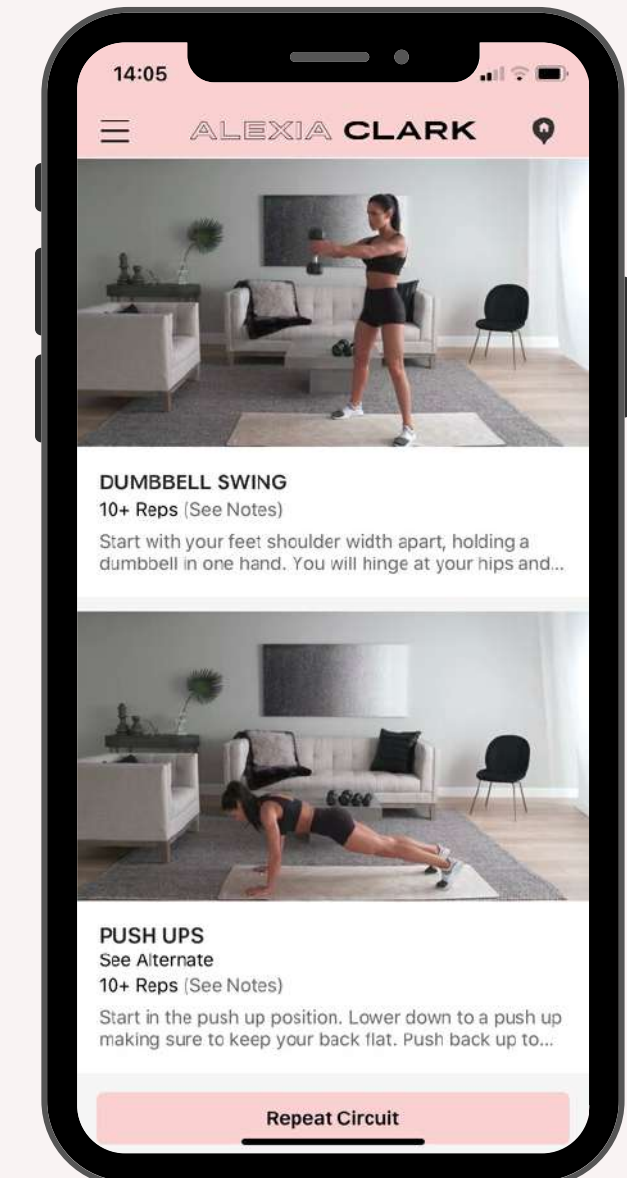
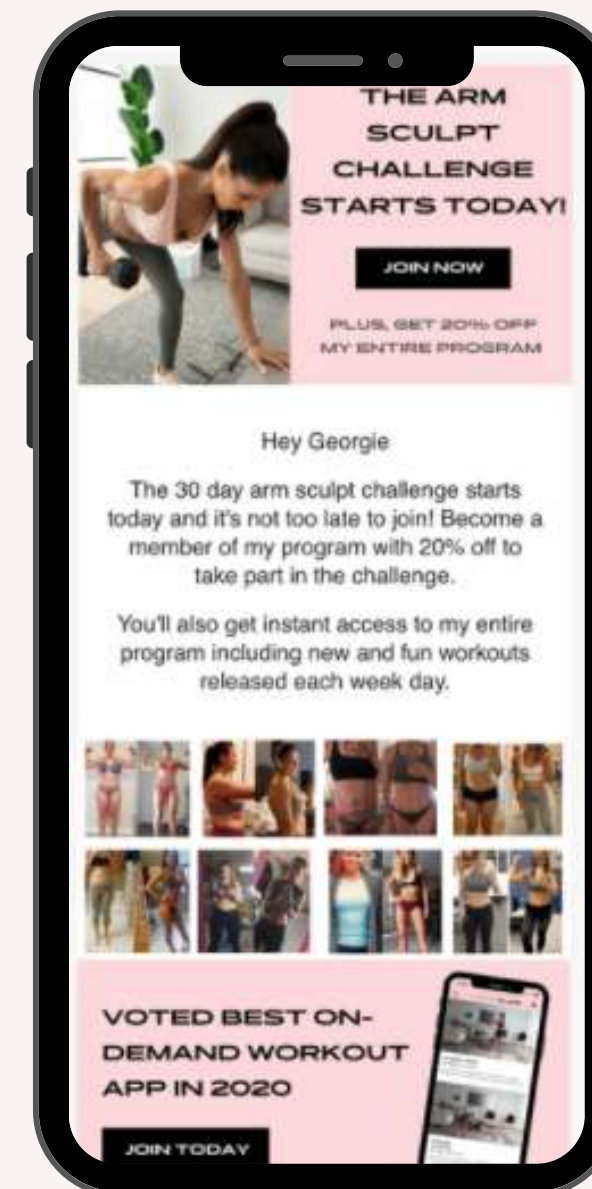


ALEXIA CLARK



"Pepped have been so valuable to what we do. They're an absolute pleasure to work with, always go above and beyond, and always surprise us with work that goes beyond our expectations every step of the way. Pepped take the initiative to introduce new ideas that add so much value to what we do. Can't say enough good things about them".

Doug Clark | Alexia Clark LLC



Why work with Pepped?



Dedicated team of experienced lifecycle marketing specialists



We form strategic partnerships with our clients and have a collaborative and nimble working style



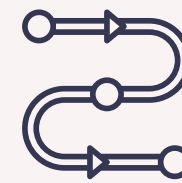
Highly specialized in health and wellness



Data focussed and proven track record of providing ROI



With a UK and US client base we're adept at working across time zones



Process and innovation driven in order to improve effectiveness and efficiencies



We'd love to have a chat to find out how we could collaborate with you.

Please get in touch by email, phone, or reach out through our website!

Georgie Carter
CEO & Founder

georgie@peppedup.co.uk
peppedup.co.uk

+44 (0)7828 144037

KLAVIYO // **MASTER**
GOLD PARTNER

