

Email & SMS Retention Expert

Crafting Your Email Success

Email Strategy, Design & Implementation



KLAVIYO:LONDON
2023 SPEAKER



KLAVIYO EMAIL
AWARDS 2023



KLAVIYO
CASE STUDY

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→ Introduction

Get To Know About Me



I'm an email marketing guru with **8 years** of experience in crafting knockout email campaigns. My secret weapon? I'm a **Klaviyo pro**, which means I'm a master of retention-based automations, snazzy segmentation, and campaigns that make customers **ACTUALLY** want to engage and purchase. My skills have helped businesses across various industries generate over **£5 million** in revenue, all thanks to my data-driven and strategic approach. My clients know they can trust me to deliver the goods, with a track record of hitting **25-35%+** of total online brand revenue.



£5 Million+

£5 million+ in Revenue
Attributed to Email & SMS



8+

Years of Email Marketing &
E-Commerce experience



**KLAVIYO:LONDON
2023 SPEAKER**

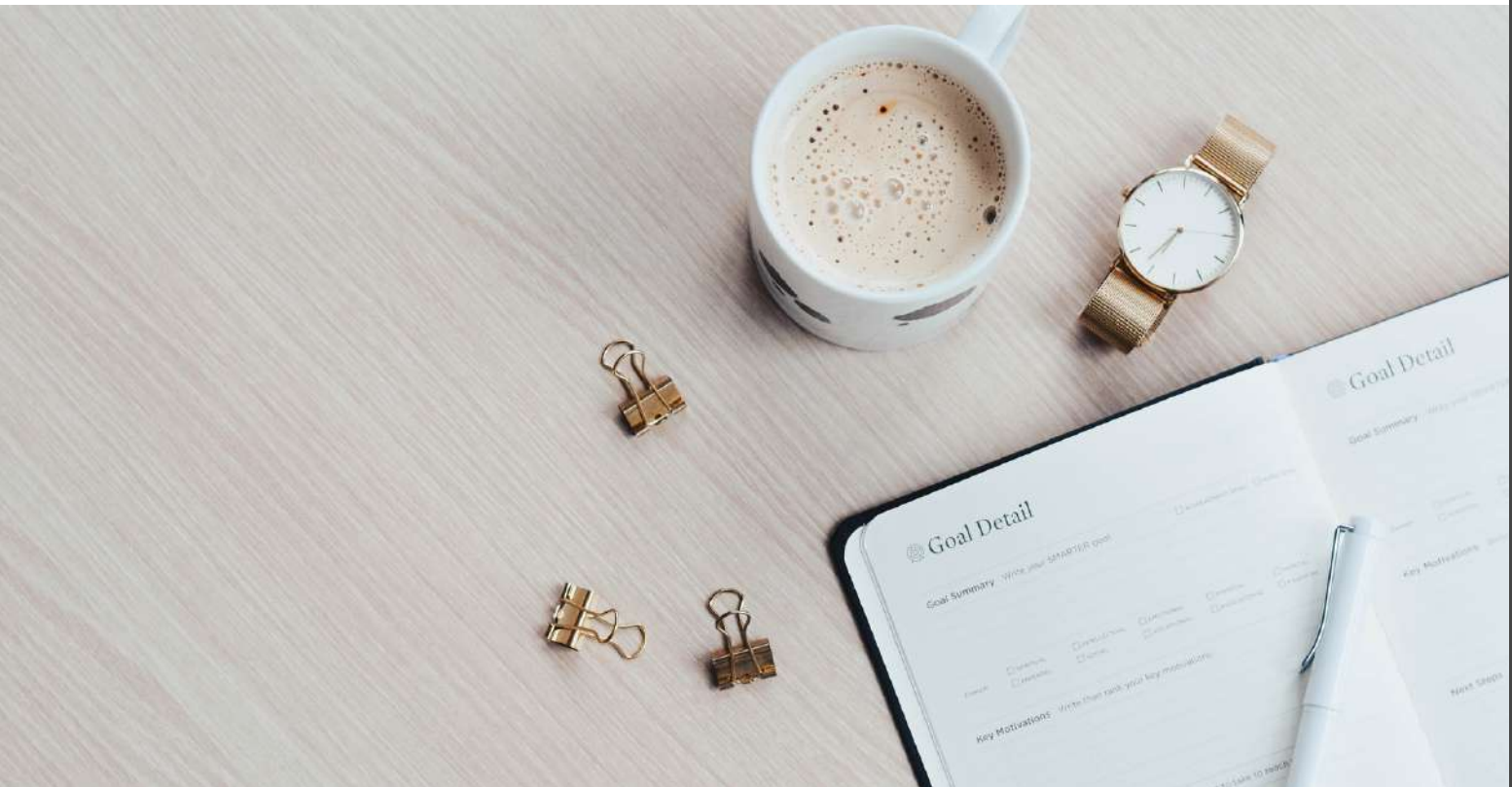


**RUNNER-UP - MOST
INNOVATIVE EMAIL
AUTOMATION 2023**



**HIGH GROWTH
SUCCESS -
KLAVIYO
CASE STUDY**

Defining Your Project



Objectives

We'll start by defining the objectives and overall goals of the project. For instance, the primary objective could be to streamline and optimise your communication processes, developing greater efficiency and effectiveness within your email campaigns. Simple right?!



Planning Your Success

I use the SMART framework (Specific, Measurable, Achievable, Relevant, Time-bound) to tie the objectives into the overall goals of the project.

We'll set out exactly what you want to achieve, how this will be done and when it will be completed.



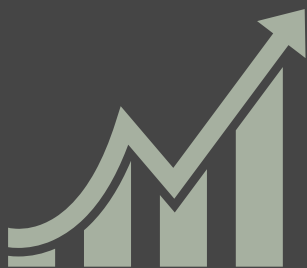
Results

Once your project is complete, we'll review the outcomes to determine what effect it had. Using the data measurements agreed, we'll compare them to your initial outcome goals at the start of the project.

Based on your evaluation, we can make adjustments for the future.

→ My Approach

Make Email Your Top Performing Channel



Create stronger customer connections with advanced automation and segmentation - By using practiced and proven techniques, I can create stunning campaigns that help foster deeper, personalised relationships with your customers. My focus on brand storytelling will help increase customer retention and drive more revenue for your business.

01

Discovery Phase

I'll begin with a thorough audit of your current email setup. This will involve a detailed analysis of your current strategies, engagement metrics, conversion rates, and overall campaign performance. I'll provide a full report including an action plan, outlining the steps you can take to optimise your email marketing strategy.

This is a vital step to ensure you've got the tools you need to succeed!

02

Design & Development

Following a review of your account, I'll implement my recommendations on how to improve your email flows, campaigns, and metrics to ensure that you're getting the most out of your Klaviyo account. This could include new email template designs, automated flows, audience segmentation, sign-up forms and much more.

I'll develop a new winning strategy to help you achieve your goals!

03

Testing & Deployment

After implementing the new setup and strategy, I'll conduct rigorous testing to ensure everything functions flawlessly before deployment. After completion, you're all set to go!

The next step is in your hands. If you want to continue working together in the future, there are plenty of options available to suit you. I can send weekly emails, handle campaign planning, segmentation, account optimisation, and provide monthly reports - to name just a few!

→ My Approach

Crafting Your Email Success

After seeing the full potential of email marketing, it's hard not to be a believer. Over the years, I have helped numerous companies like yours generate consistent revenue by creating beautiful and effective email marketing designs and strategies.

Together, we'll work one-on-one to create on-brand emails that perfectly represent your e-commerce store while driving record sales. Let's get started!

I can help you with:

- **Email Newsletters & Promos** - Let's create promotional campaigns that actually get you the results and ROI you want for your business.
- **Email Automation** - Automated Sequences & Flows sent to your customers. I'll help you generate revenue while you sleep.
- **Email Strategy & Consulting** - What content to send, to which segment and at what time? I can help you with all of the key aspects to achieve the best results.
- **Klaviyo & Shopify Set Up** - Just getting started or thinking of moving? I've set up many accounts and can do everything you need to get up and running fast!
- **Campaign Management & Optimisation** - No batch blasting policy. I'll carefully select who and when each campaign will be sent for maximum results.
- **Email & Template design** - Elevate your brand with stunning email designs that actually convert. It's not just about the structure of your emails; captivating designs are essential to make them stand out. I'll create beautiful and highly converting designs can help take your brand to the next level!
- **And much more...**

→ Portfolio

My Creations Do The Talking

Emails, emails, emails! It's a tricky art that only gets better with age like a fine wine. As a pro in the game, I've helped lots of different companies solve their email headaches and let's just say, I have a few tricks up my sleeve to ensure every email is a winner. **Take a look for yourself!**



DOUGHNUT TIME
LAST ORDERS BEFORE 2PM 23RD DECEMBER

Let it Dough!

LAST MINUTE GIFT?

Don't delay any longer! It's nearly your last chance to secure delivery in time for Christmas! Be quick, our sleigh's almost ready to leave...

Order by 2PM for next day delivery and get your gift IN TIME FOR CHRISTMAS!

SHOP CHRISTMAS

Order before 2pm 23rd December for

Funko UNBOXED
FUNKO STORE GET THE APP

FUNKO EUROPE NEWS

Welcome to the February issue of Funko Unboxed, our monthly newsletter where we will be bringing you exclusive news, product spotlights, competitions and so much more.

This month in Funko Unboxed, grab a slice and join the party with our new Teenage Mutant Ninja Turtle 6-Piece Vinyl Soda and Cooler combination.

We also reveal our fan photo of the month, bring you two exciting giveaways and introduce you to new lines from Pop!, Pins, Loungefly and Funko Games.

NEW EXCLUSIVE

RYND

BRUNCH at RYND

RISE 'N' SHINE AT RYND

It's the battle of sweet 🍩 and savoury 🍳 brekkie here at RYND! Which one are you choosing?

VIEW OUR BREAKFAST MENU

BREAKFAST BURRITO 🌯
Soft scrambled eggs + sausage + cheddar + hash brown + proper ketchup

VS

GRILLED NUTELLA CROISSANT 🥯
With caramelised banana or fresh strawberries

WESTSIDE BREAKFAST ☕
Fried eggs + streaky bacon + breakfast potatoes + sourdough toast + strawberry jam + butter + olive

VS

GRANOLA BOWL 🥣
Plant based yoghurt + fruit coulis + honey

Funko
FUNKO STORE GET THE APP

WELCOME TO FUNKOEUROPE.COM

Welcome to the Funko Europe weekly newsletter. Prepare for Halloween with a spooktacular collection of Pop! from Mortal Kombat, Stranger Things, Elvira and Candyman.

If you would rather get in the holiday spirit, scroll down for our new range of Pop! from jingle all the way, Marvel, Harry Potter and more!

HIDDEN GEMS

RYND

COCKTAILS AT RYND

JOIN US FOR DRINKS TODAY!

BRING ON THE WEEKEND!

We heard Thursday's the new Friday, so why not join the fun with a cheeky cocktail or two at RYND Wokingham?! 🍷

MAKE A RESERVATION

OUR TOP PICKS:

FIZZIE RASCAL
SWEET/FIZZY/TART
Beekeeper pink strawberry gin, Chambord, lemon, topped with prosecco & a touch of candy floss

CHERRY BAKEWELL
SWEET/SOOR/REFRESHING
Disaronno amaretto, cherry liqueur, cranberry juice, lime juice finished with a citrus smoke bubble

DOUGHNUT TIME
TION! • LIMITED EDITION! • LIMITED EDITION! • LIMITED

ORDER NOW!

MY LITTLE PONY

MAKE YOUR MARK DIY KIT

MAKE IT A MAGICAL SUMMER!

It's time to discover the magical world of My Little Pony with our NEW Make Your Mark DIY Kit!

Inspired by our fave mane ponies, grab your besties, piping bags & your pretty pink box of rainbow toppings & LET'S GET CREATIVE! It's going to be ICONIC!

Get your hands on this LIMITED EDITION Dry Kit! Available online NOW! 🍩

ORDER NOW

→ Portfolio

My Work Speaks for Itself



Doughnut Time (Online & Retail)

- ESP Transition (Omnisend to Klaviyo)
- Audit & New Strategy
- Campaign Management
- Automation Setup & Optimisation
- Audience Segmentation



RYND (Restaurant)

- New Account Setup (Klaviyo)
- Campaign Management
- Automation Setup & Optimisation
- Audience Segmentation
- Integration Setup



Funko Europe (Online & Retail)

- Campaign Management
- Automation Setup & Optimisation
- Segmentation Setup
- New Template Design
- Push Notification Management



Meglio (Online)

- ESP Transition (Mailchimp to Klaviyo)
- Campaign Management
- Automation Setup & Optimisation
- Audience Segmentation
- Integration Setup

47% Online Revenue Attributed To Email



47%

Online revenue attributed to email and SMS

23%

Welcome email conversion rate

13.4%

Abandoned cart SMS click rate

Email Marketing

- Account Audit
- Account Transition & Setup
- Campaign Strategy & Execution
- Copywriting
- Content Development
- Template Design
- Automation Development & Management
- Reporting & Analysis

SMS Services

- Account Set-Up
- Campaign Strategy & Execution

Ecommerce Platform

- Shopify Plus

Doughnut Time offer the biggest, brightest and boldest doughnuts in the UK! I was responsible for managing all facets of the email marketing process during my time with the business. Initially switching their ESP to Klaviyo, I overhauled their entire email strategy, from a blanket send-to-all policy, to a dynamic, personalised approach. After implementing new automated flows and template designs, the results were quick to see. Within the first few months, online revenue increased dramatically and attribution stayed consistently between **45-55%** from email & SMS. I continually optimised and added new flows to the account; generating further revenue each month. The quick success attracted Klaviyo's attention, who decided to write a case study on this growth.

[Click the doughnut to read the case study.](#)



→ Previous Clients

Who I've Teamed Up With

**DOUGHNUT
TIME**

Funko[👑]



Plantekøb



meglio
feel good freedom

RYND

g
GROUND
Un
d

→ Conclusion and Next Steps

Let's Kick Things Off!



Alright, wrapping it up! I'm here to supercharge your outreach using kick-ass email marketing. I've spent 8 years working with different clients, across different industries and the game plan is always the same - send emails that people **ACTUALLY** want to open and click. When you send an email, you're not just reaching out, you're building real connections and turning them into solid results. I'm ready to help you achieve the success you want from email marketing and I can't wait to see the results!

Thanks for considering me – let's chat and see how we can make email magic happen together!

