



EDM Info Pack

PEEK AT OUR PORTFOLIO, INSIDER TIPS,
INTERESTING INSIGHTS AND CASE STUDIES



Hello! I am Siri.



I CAN'T WAIT TO START WORKING WITH YOU

Digital marketing has been my jam for the past decade. I started my first social media agency in The Netherlands in 2010 and have been running Siri The Agency in Melbourne with my husband since 2018.

LET'S CREATE SOMETHING AMAZING

As a proud husband and wife duo, we've combined our marketing and design talents to deliver the ultimate full-circle marketing agency. Our skills are brought together, sprinkled with passion, and topped with a creative hat to deliver innovative, top tier digital marketing solutions.

With more than 12 years of years of global marketing experience behind us, we have built our business on values of going above and beyond to deliver. Our promise is to offer honest, experienced guidance while providing true value to your business.

Siri & Harlan

✉ contact@siritheagency.com

f [siritheagency](#)

📷 [@siritheagency](#)

Before We Dive In...

IS YOUR WEBSITE READY?

It's very exciting to start with any digital marketing project and we understand you have high hopes and expectations. To ensure you receive leads, appointments or add to carts, we take a full-circle approach and work with you to create a holistic strategy. First, let's find out if your website is designed to encourage people to do business with you.

① ATTENTION

Does your website have a clear, eye-catching headline? Does it have images, videos and banners? Does your website list the benefits your customer will get if they purchase your product or use your service?

② NAVIGATION

Your website or landing page needs to be mobile-friendly and work on every screen, while keeping the navigation simple. Direct visitors with call-to-actions to get them to do exactly what you want them to do.

③ IMPORTANT INFO

What's the most important thing you want people to see on your site? If someone new came to your site, would they be able to locate it right away? And can they locate your business' contact details easily?

④ FUNCTIONALITY

Run through your website and ensure that every button and link is working correctly, pages load quickly, contact forms are landing in your inbox, and payment gateways are working.

SCALE YOUR BUSINESS NOW

Email marketing = ROI. It can be used for multiple purposes, and it converts!

If you are ready to grow and blossom your business, email marketing is the perfect way to start. The investment is very minimal compared to other marketing areas such as online ads, offline marketing, and SEO.

However you might not be a pro when it comes to copywriting and design nor have the technical skills to setup successful campaigns.

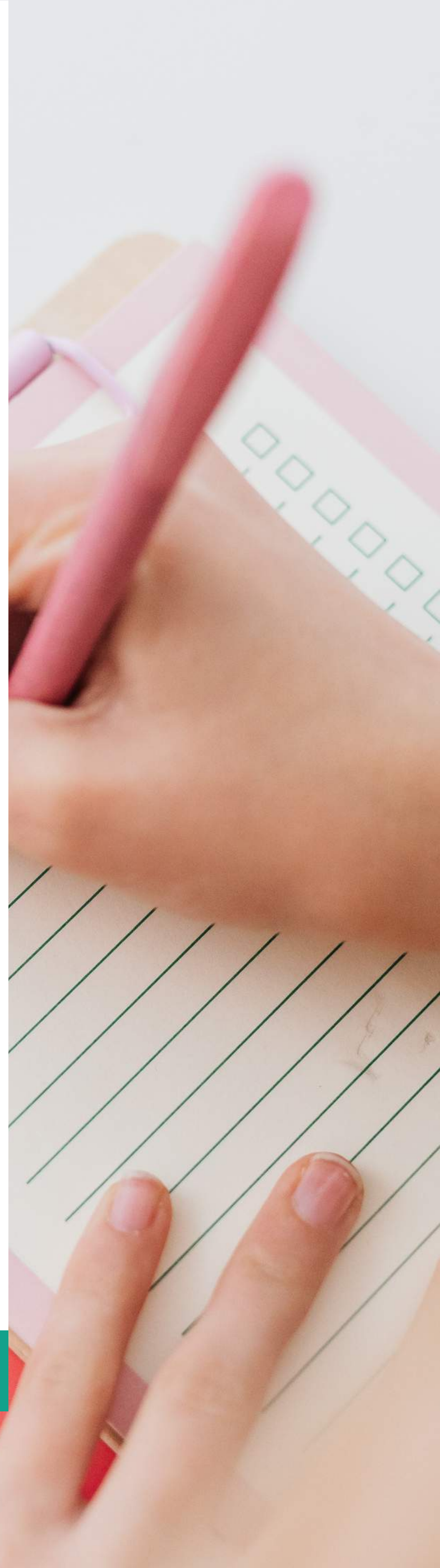
Don't fear, Siri is here!

Spend less time worrying about how and where to start - and use this time to run your business!

In this guide you'll go on a journey of Electronic Direct Mail (also known as EDM). You'll explore a world of compelling copy, brand inspiration, story telling, flow setup, dazzling designs... while some handy tips will pop up along the way.

Should you decide to work with us, you'll be pleased to know that 1) we'll invest time in getting to know you and your business, and 2) will deliver exponential growth through top-notch designs, proven tactics and strategic setups.

LET'S DIVE IN...



Real Clients, Real Results

December



12/1 - 12/31

Total Revenue: \$70,870 | Revenue from Klaviyo: \$3,543 (5%)

Before

August



8/1 - 8/31

Total Revenue: \$232,773 | Revenue from Klaviyo: \$127,457 (55%)

After



3/20 - 3/20

Total Revenue: \$2,133,618 | Revenue from Klaviyo: \$1,169,207 (55%)



3/1 - 3/31

Total Revenue: \$35,802 | Revenue from Klaviyo: \$16,550 (46%)



2/18 - 3/20

Total Revenue: \$29,635 | Revenue from Klaviyo: \$18,475 (62%)
Email: \$18,475 (62%) | SMS: \$0 (0%) | Push: \$0 (0%)



2/1 - 2/28

Total Revenue: \$11,888 | Revenue from Klaviyo: \$5,332 (45%)
Email: \$5,332 (45%) | SMS: \$0 (0%) | Push: \$0 (0%)



2/1 - 2/28

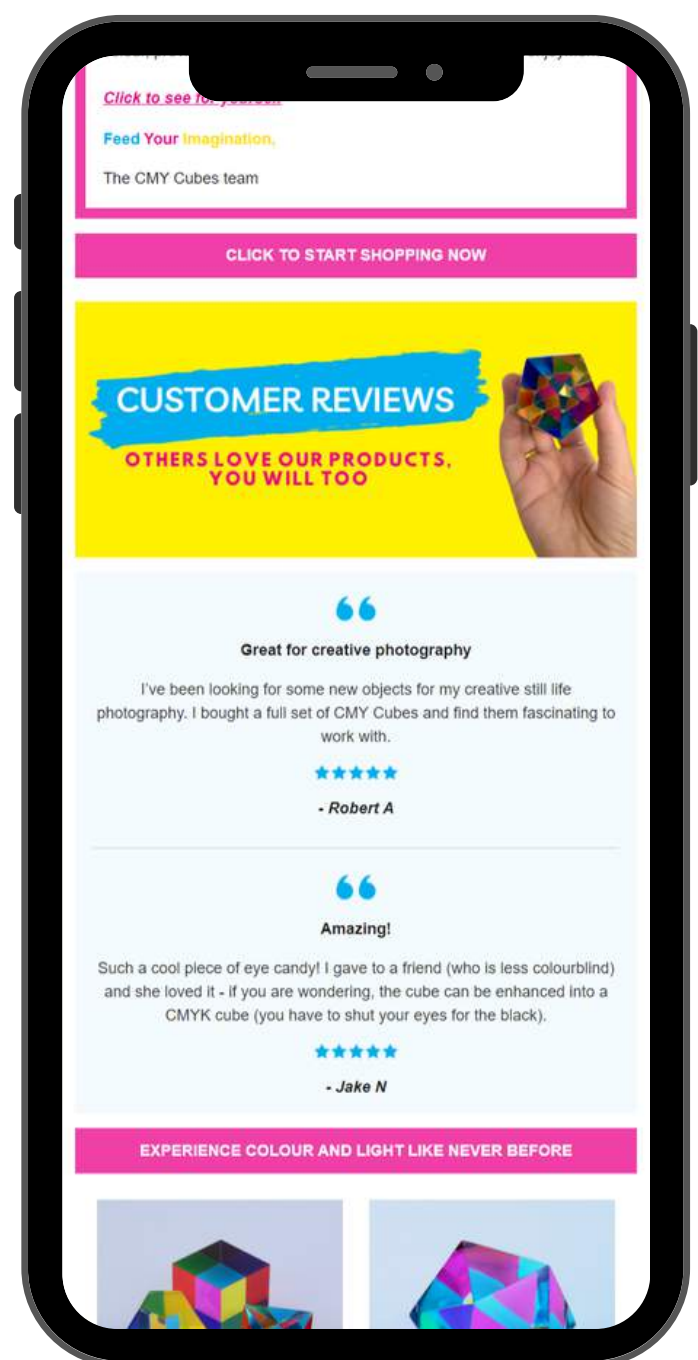
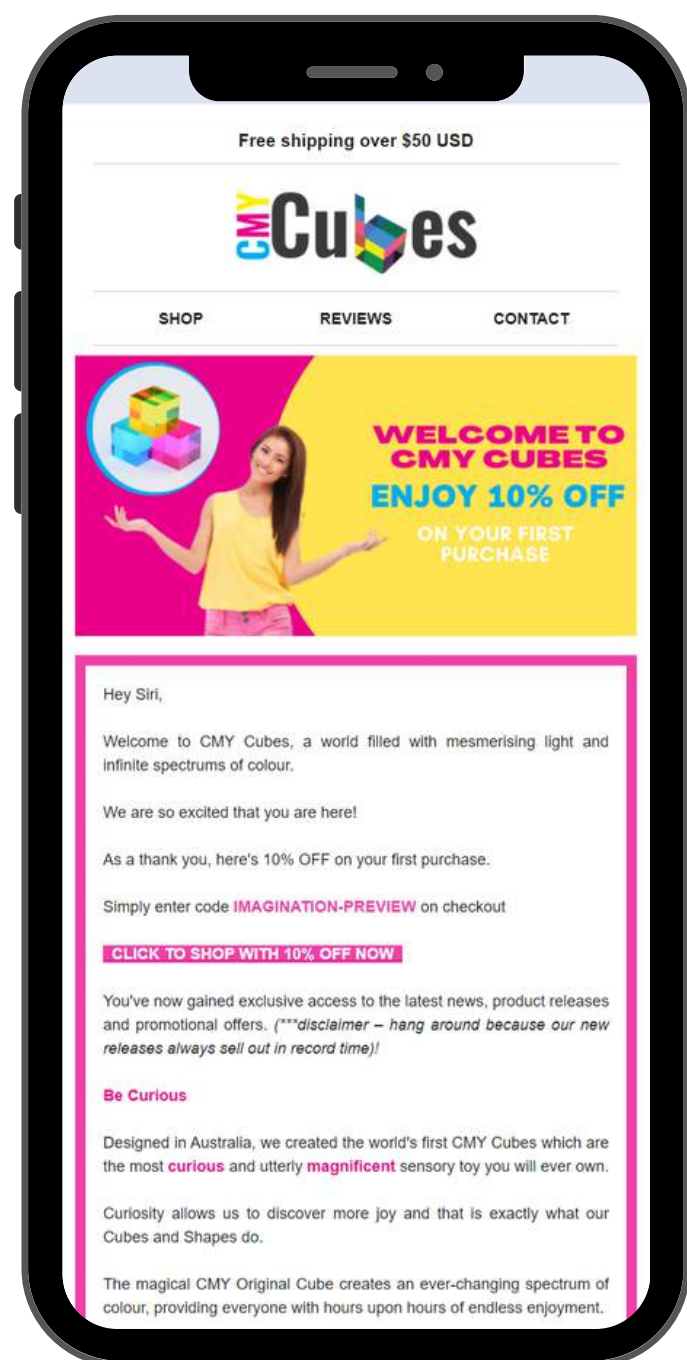
Total Revenue: \$5,727 | Revenue from Klaviyo: \$3,904 (68%)

Welcome Flow

The main goal of this flow is to incentivise customers to make their first purchase by educating them about your products. These emails focus on introducing your customer to your brand through story-telling and motivating them to push that “Buy” button.

Real results

Through a strategically crafted Welcome Flow we drove a **915% increase in order value**. This client went from generating **31 orders per month** via their MailChimp Welcome Flow to **335 orders** in the first month after migrating over to Klaviyo (that is a **980% increase!**)



**FROM 31 TO 335 MONTHLY ORDERS
AFTER MIGRATING TO KLAVIYO**

Welcome Email #1

Copy Example

My name is Lauren, founder of Style Story and self-confessed K-Beauty fan #1.

The thing with K-Beauty is you either love it and can't get enough, (don't blame you) or you came to us to learn more because you are a teeny bit confused.

Whatever got you here, welcome to the SS family!

You might not know it yet, but K-Beauty is lifechanging skincare

Rewind to 2011, I was studying in Seoul and stumbled upon Korean Beauty products for the first time. I had severe cystic acne and my attempts to treat it drained my time and my bank account.

K-Beauty improved my skin immensely

I had no idea what to expect from K-Beauty products.....but and the BIG but.....it worked, and I have never looked back. In 2016 I moved from Brisbane to Seoul so that I could learn Korean, grow the Style Story business and work directly with our suppliers.

Today we distribute our products all over the world.

Add a before & after image of Lauren

Read the full story here (insert link about page)

K-Beauty for beginners

If you're umm-ing and ahh-ing over whether to spend big on a hero skincare product, chances are there's a great K-Beauty product that looks, smells, feels and works the same!

Ultra-nourishing cleansers? Yep we got that - calms, balances and removes dirt and debris from the skin naturally.

Facemasks for glowing skin? Detoxifies, clarifies, brightens and gets rid of problem pores – meet Holo.

How do I know what I'm looking for?

K-Beauty is a natural, gentle approach to skincare that is perfect for all skin types. (insert link and images)

We don't just help you find the right products; we make sure you introduce new skincare products to your routine the right way and not all at once.

Welcome Email #1

Copy Example CONTINUED

No idea where to start?

We know it can be hard to know where to start! That's why we created our Podcast and Blog.

We talk you through everything you need to know about K-Beauty.

We also offer free skincare consultations to match people with their perfect Korean beauty products (insert link to book)

Step into the Pod

Learn all about K-Beauty on [our trending podcast](#) - listened to in 142 countries worldwide

Doesn't your skin deserve a treat?

[d'Alba Piedmon - the best-selling mist in Korea](#)

[Subi Brightening Cleanser – for soft, smooth skin](#)

And this is just the beginning..... wait until you see our entire collection. (insert link and images for shop all)

Fall heaps in love with K-Beauty

Lauren and the SS family

PS If you're interested in learning more about K-Beauty, I'd love for you to join our online community "[K-Beauty Down Under](#)" over on Facebook.

Let's Get Social

Podcast | Facebook | Instagram | Pinterest | Reviews



CLIENT INFO

Style Story is a global K-Beauty platform where you can explore your own beauty style, customise a routine for your skin and create your own style story.

stylestory.com.au

Welcome Email #2

Copy Example

Ready to hit your GLOW goals?

Skincare should be a long-term game. We believe you need the right ingredients and none of the wrong ones

With over 35,000 bottles of our game changing Dew Drops Skin Perfecting Oil sold the magic is in the results:

1. We replace a shelf full of products with our simple 3 step routine
2. Real results, real people, real reviews
3. It REALLY works. We focus on long term skin health + achieving fast effective results

Grab a Bundle

Dreaming of a clear, fresh-faced glow when you wake up?

We've put together the perfect starter bundle so you can be on your way to healthier happier skin without the confusion.

[insert bundle product]

Prefer to start small?

Try replacing your moisturiser, toner, serums, eye cream and primer with our Dew Drops Skin Perfecting Oil. [insert product]

As a warm welcome, we would love to offer you **10% your first purchase**. Enter code [CODE] on checkout and let's get you glowing. [BUTTON TO CODE]

We'll get you to skin confidence & keep you there ♥



CLIENT INFO

Get clear skin fast with Supple Skin Co. Their anti-acne all natural skincare range and beauty products help you create a fresh look with a healthy glow - all day long.

suppleskinco.com

Welcome #3 Email Copy Example

If you have not used your 10% discount gift yet, please don't worry, it is still valid.

Knowing how special these symbolic pieces can be to you and your family, we treat each order as our most important job. Whether a beautiful memento for a loved one or a keepsake for your new bubs, there are lots of ways to cherish your most precious memories.

Heartfelt memories

I have created some pretty special pieces for my customers over the past few years and wanted to share some of their beautiful stories, because I don't just make timeless creations for new parents, I also make beautiful keepsakes to honour the memories of loved ones that are no longer with us.

- In 2020 I was honoured to design a stunning 9k white gold ring for a little girl who added her dad's ashes into the stone. Now he walks forever by her side.
- I created a ring for a father who had lost his son and placed his ashes inside.
- I have designed keyrings with dogs' ashes added to cherish memories of a beloved pet who is gone but not forgotten.
- I have crafted hundreds of beautiful pieces for grieving parents who have experienced a miscarriage or lost a child.

A keepsake that commemorates a loss is a beautiful way to celebrate the legacy of a life. Creating something symbolic for mother's, father's and families who have lost loved ones is an emotional process. Hearing your stories, knowing your heartbreak, I hope to be able to capture your memories in timeless creations.

I am here for you.

Much love, Stephanie XO



CLIENT INFO

Beyond Love Creations crafts your most precious memories and life's moments into sentimental quality DNA keepsakes.

beyondlovecreations.com.au

Design portfolio



Hot Tips

1

INTERACTIVE CONTENT

Use dynamic elements and movement by adding short GIFs. You'll be guaranteed to grab the reader's attention. These GIFs can be "slideshows" of images, moving text or snippets of videos.

STRATEGIC SECTIONS

Catchy paragraphs, prominent call-to-actions and the layout of your email can make a significant impact on your audience's levels of engagement. Adding sections to your designs such as a menu, product feeds, testimonials and social feeds will help generate more traffic and sales.

2

3

MOBILE OPTIMISATION

Over 80% of people check their emails on mobile. If your emails aren't mobile optimised, you'll be missing out on potential customers.

TEXT TO IMAGE RATIO

One massive mistake is using too many images in your emails - or worse: just the 1 image. Images won't load on desktops, but most importantly, Email Service Providers are more likely to flag your email as spam. If it never reaches your audience's inbox, you are missing opportunities to sell.

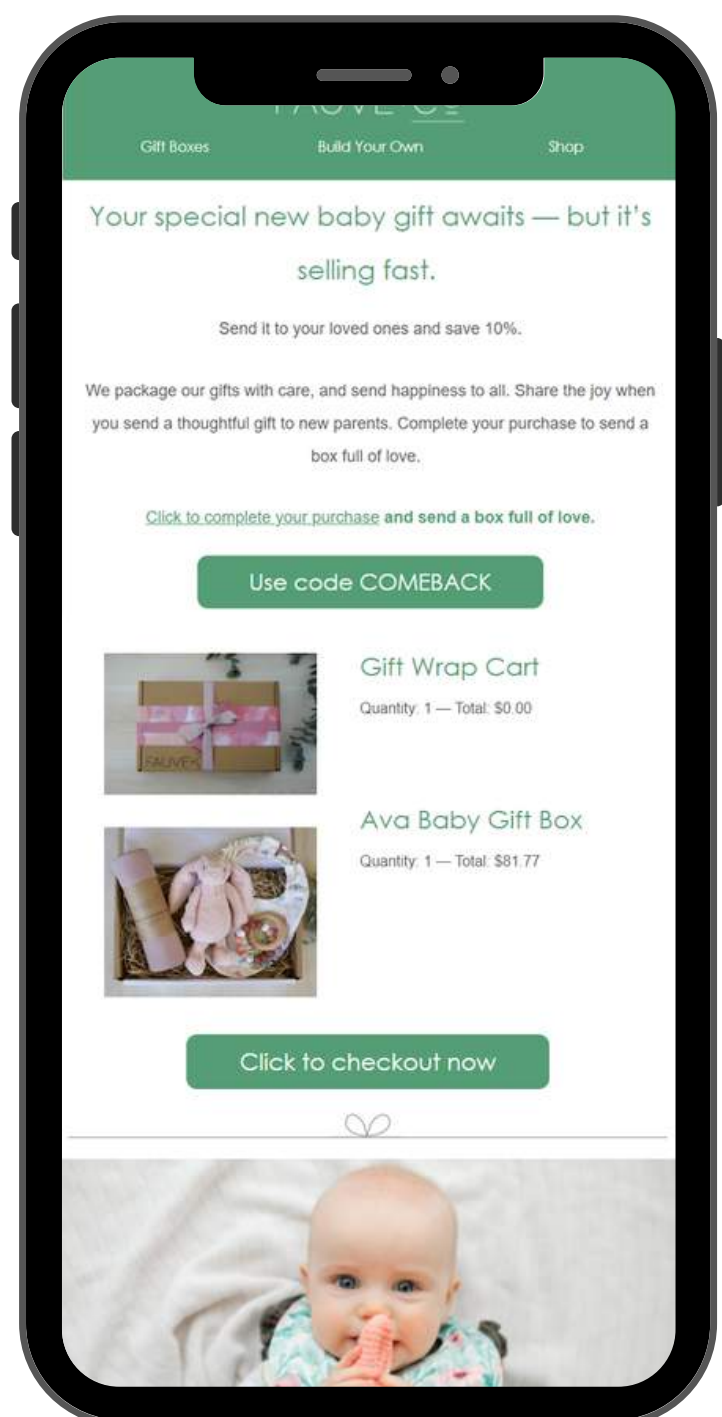
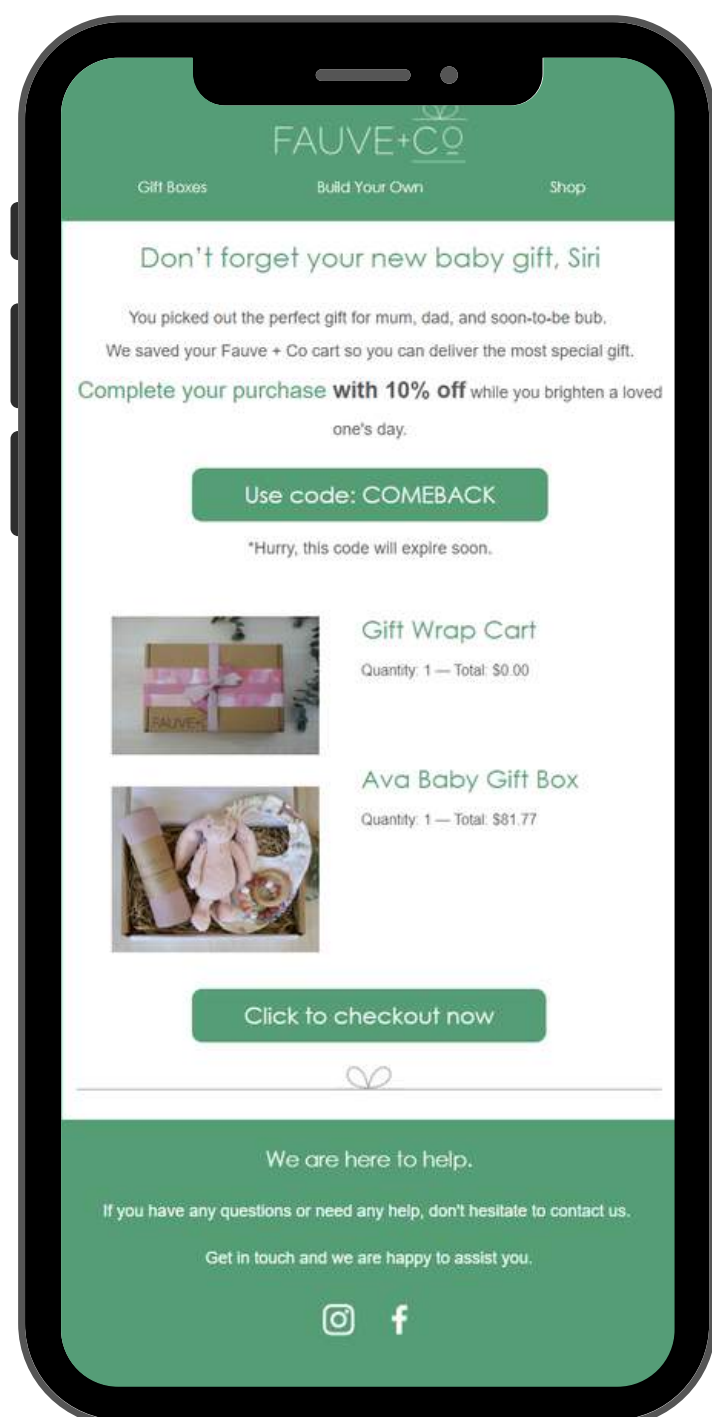
4

Abandoned Cart Flows

A whopping 70% of customers abandon their cart while shopping. By sending out a reminder sequence, you'll encourage customers to complete their purchase. These emails focus on creating a bit of FOMO (Fear Of Missing Out), urgency and customer service. They also focus on answering FAQs, as there are reasons to why your potential customer might be abandoning their cart and we can answer their questions in this sequence - convincing them to checkout.

Real results

This powerful automated flow helped salvage **more than 22%** of Fauve + Co's customers that would have otherwise been lost.



OVER 22% OF ABANDONED CARTS HAVE BEEN RECOVERED RESULTING IN \$83K EXTRA SALES

Abandoned Cart #1 Email Copy Example 1

[GIF banner with text: Let me spell it... D. E. L. I. C. I. O. U. S.]

Don't let this yumminess go to waste in your cart (name)

[insert cart content]

How about we sweeten up your day and take 5% off your order?

Take 5% OFF your cart now

Use the code DELICIOUS (*INSERT UNIQUE CODE*)

[RETURN TO CART NOW - BUTTON LINKED WITH CODE]

Treat yo'self

All that stands between you and a world of luxurious treats is..... this drool worthy pic!

[Click to return to cart button]

There are nice gifts, and then there's....

Surprise someone with the sweet box everyone wants to get their taste buds on.

Sydney Sweet Boxes | Sydney Same Day | Rest of Australia *[insert links]*

As seen on (enter as seen on icons)

XTRA sweet in Sydney

Don't forget, we take random acts of gifting to a whole new level in Sydney.

Giant Donuts – for the diehard donut fans (*image/links*)

Michelle and the My Sweet Box team



CLIENT INFO

My Sweet Box is a Dessert Delivery service to offer Sydney-siders and Australians a stylish and delicious alternative to sending flowers, no matter the occasion.

mysweetbox.com.au

Abandoned Cart #1 Email Copy Example 2

"I want my life to be easier when I make dinner AND I want my child to eat veggies."

Any of this sounding familiar?

The great news is that it's all POSSIBLE.

Lettuce help.

Plant a magical seed

[go back to cart content]

Healthy Little Eaters is a fun educational game that allows children to grasp the connection between eating fruits and vegetables and building a strong, superhero body - just like magic!

Watch [Kate's video](#) showing us how much she loves the Healthy Little Eaters game.

[insert video GIF + link to video]

"It's loads of fun! Sometimes we do the memory game, sometimes we do the puzzle. Healthy Little Eaters is a great way to set a foundation for healthy eating," - Kate Mikaele Ah-Kuoi.

Love, laugh, connect with Healthy Little Eaters.



CLIENT INFO

Healthy Little Eaters is a fun and powerful educational game that quickly and easily enables children to make the connection between eating fruits and veggies.

healthylittleeatersgame.com

Abandoned Cart #2 Email Copy Example

[Activation Required] Complete Your Purchase With a Discount 😊

Whoopsie! Did you forget something?

[insert GIF]

We noticed you have a product sitting in your shopping cart and don't want you to miss out!

[insert cart content]

To sweeten the deal, here's your exclusive code to save \$10 if you complete your order within the next 48 hours:

[button with coupon code]

[button COMPLETE YOUR PURCHASE]

Don't forget, I am just at the other end of the screen if you need me. Just hit reply if you have any questions!

Happy shopping x

Kimberlie



CLIENT INFO

I Shall Shop is an online boutique stocking a unique collection of women's bags & accessories, lifestyle & homewares.

ishallshop.com.au

Browse Abandonment Email Copy Example

Hello [name]

Plantation style or Glamour fan?

You clearly have a sense of unique style if you returned to our website.

Let your creativity loose.

We love decor

Decor makes up the small (but important) details that knit your home together and creates an ambiance that your guests can enjoy.

You will always find something you love at Brighton House Décor.

Our curated range of items include furniture, lighting, and tableware in themes from Fantasy to Plantation Style.

[link back to product they were checking out on the website]

Delight in every corner,
Elizabeth



CLIENT INFO

Brighton House Decor allows you to delight guests with Instagrammable decor, furniture, lighting and tableware.

brightonhousedecor.com.au

Hot Abandoned Cart Tips

1

OFFER A DISCOUNT

Our advice? Entice your customers to come back and offer a small discount. You can opt to introduce this in the 2nd or 3rd email, but it certainly helps with conversion.

SPLIT TESTING

Setting up different send out times, publishing different subject lines and playing with different offers will help to learn what works best while increasing your recovery rates (and sales!)

2

3

SETUP MULTIPLE EMAILS

Ditch the standard “You left something in your cart” email and send out a sequence where you'll follow up 2-3 times. The flow should create FOMO (Fear Of Missing Out), urgency and highlight the presence of customer service.

USE UNIQUE CODES

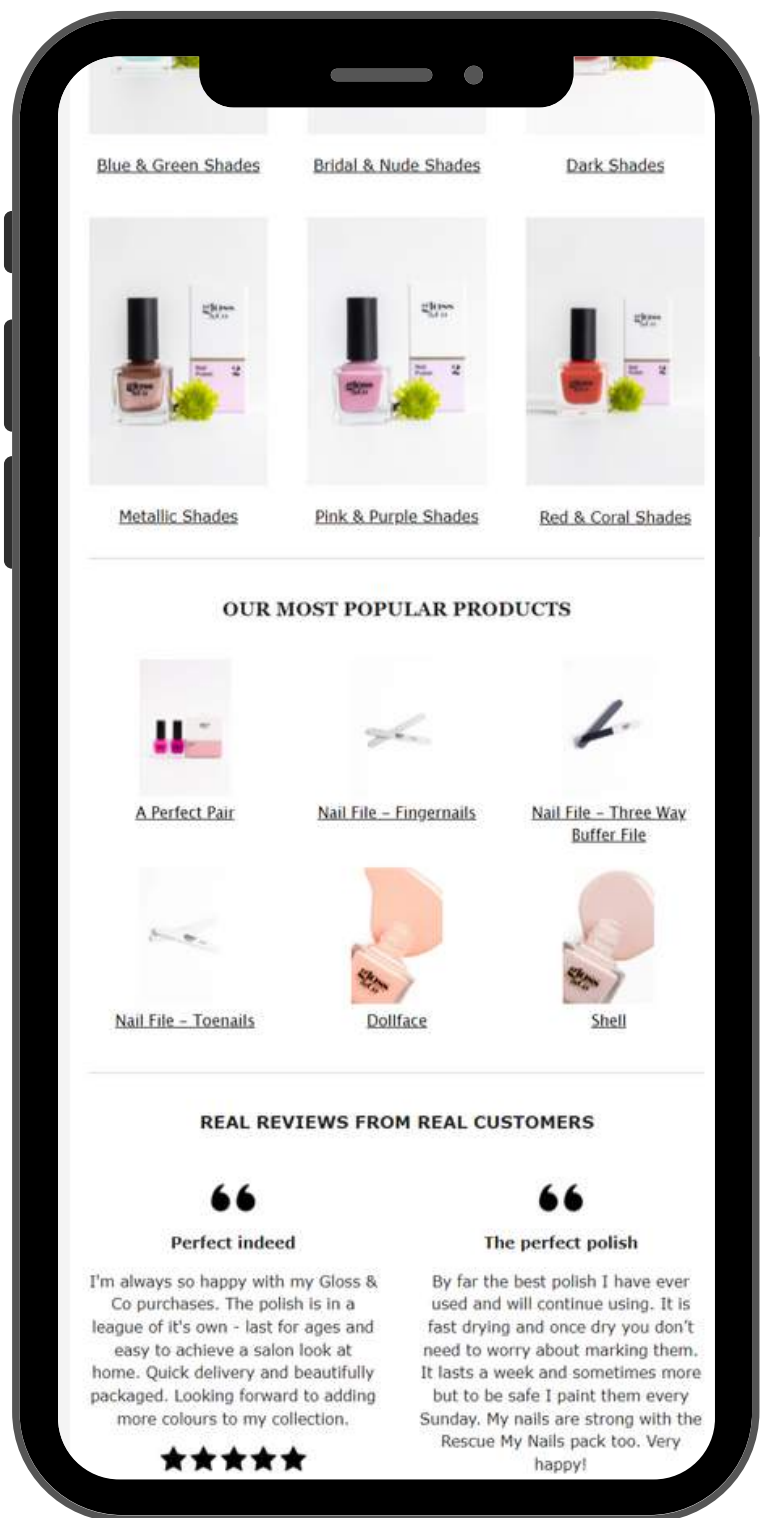
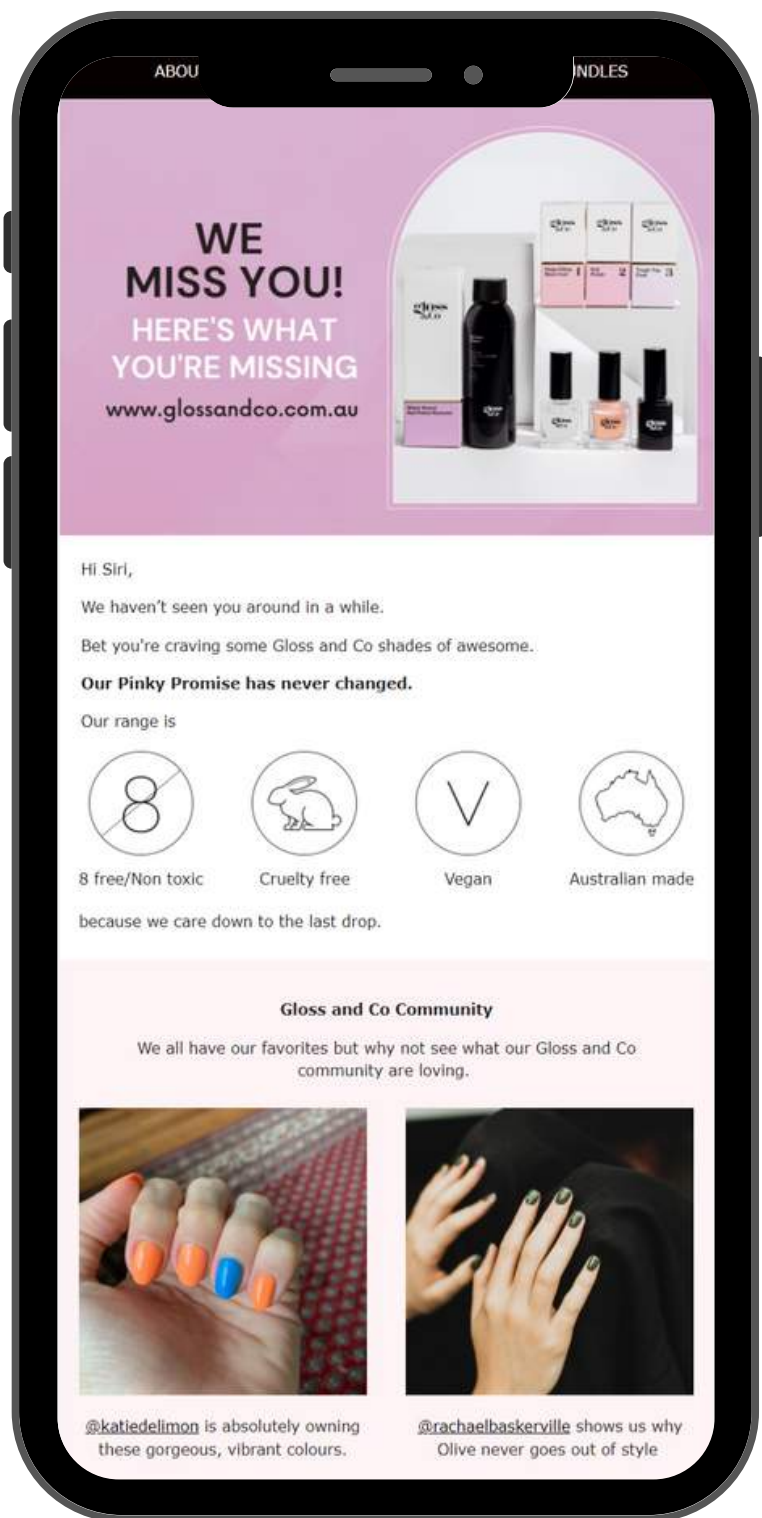
Setting up unique discount codes within Klaviyo will ensure that each potential customer receives a code that only they can use. This code usually expires after the flow ends, emphasising the sense of urgency and push to purchase even more.

4

Winback / Re-Engage Flows

Reports state than half of a business' revenue comes from repeat customers (!!). On top of this, loyal customers are worth up to 10 times as much as their first purchase.

Through a winback, re-engagement or replenishment flow we can put your products in front of your customers through timely calls to action, engaging subject lines and data-driven emails.



Winback #1 Email Copy Example

Good things come to those who wait...

Close your eyes and imagine being whisked away to the breathtaking slopes of Mt. Etna.

A generous glass of Gambino wine in hand, and a beautiful warm breeze in the air..... sounds like bliss.

Experience the taste of Sicily from your very own home.

Enjoy a 10% discount on your next purchase. Find your unique discount code below.
[CODE BUTTON]

Dial up your Gambino Experience

Become a Wine Club member and receive exclusive offers, VIP experiences at the winery and much more.

Sicily is calling.

Saluti!

The Gambino Winery Family



CLIENT INFO

A family-owned Sicilian winery with grapes grown on the slopes of the Mount Etna Volcano.

gambinowinery.com

Winback Email #2

Copy Example

Words that make you go oooohhhh [insert related product images + links]

Date Night

Hot Fling

No Regrets

Santorini

Got your attention? So will our statement shades.

Dreamy Nails

We're always here for all your Toxin Free mani & pedi needs.

Make sure to follow us [@glossandco](#) on Insta for our new colour releases, exciting updates and lots more.

Hope to see you back again soon.

Big love Simone and Team Gloss XO

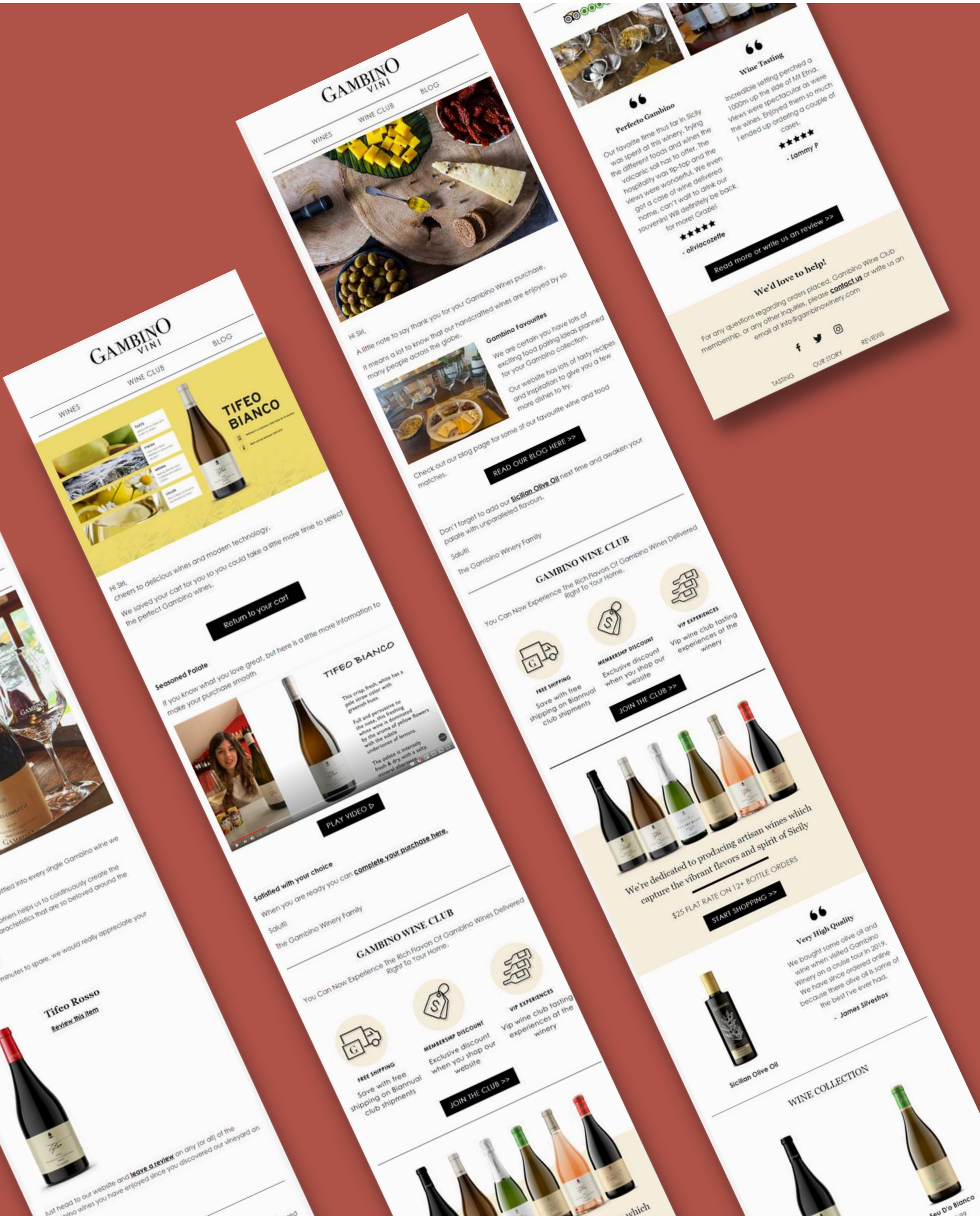


CLIENT INFO

Colour your world with Australian made and owned nail polish which is Eight Free, Cruelty Free + Vegan.

glossandco.com.au

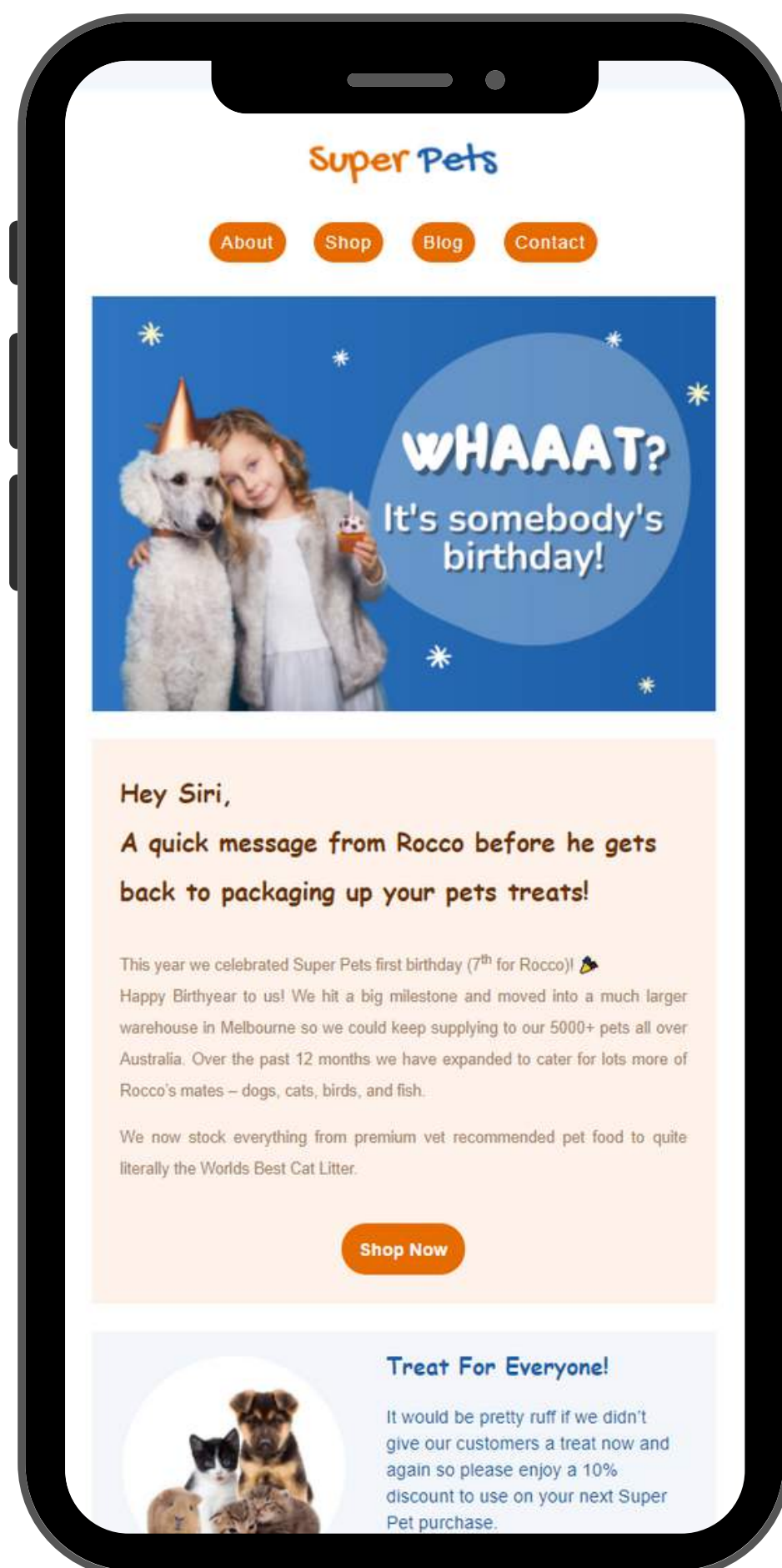
Design portfolio



Post-Purchase Flow

Ensure your products remain a part of the customer's routine by onboarding them correctly to the brand and nurturing them for repeat sales.

These emails focus on creating a personal shopping experience, warm welcome and convince people to leave a review - so that you can continue to grow.



Thank You Email Copy Example

Thank you for your purchase at Super Pets.

Rocco and I are pretty excited because your support means that we can help out some really amazing animals who need it the most. A portion of all our sales go to incredible organisations like RSPCA and Smart Pups. THANK YOU

We have set up Pet Points as a way to show you our gratitude (and make you the best pet parent in the world)!

Earn exclusive rewards and points to spend across the store. Earning points is super easy and you can snatch them up in lots of ways:

- Sign up and get 50 points straight away
- Place an order – get 1 per point for every \$1 spent
- Follow us on [Facebook](#) and [Instagram](#) for lots more points
- Writing a product review will bag you 150 Pet Points

It only takes a meow-ment to sign up!

[button to sign up on website]

Thanks for trusting us with the BEST food, treats and products for your Super Pets.

Live long and pawspurr!

Dylan and Rocco



CLIENT INFO

Super Pets is Australia's Newest Online Pet Store. High quality products curated by Australian vets and trusted by over 5,000 pet parents.

superpets.com.au

Review Email Copy Example

We are so grateful for our beautiful customers and their support of our brand

We would love to hear from you and your experience with Skye + Lach.

Please leave us a review [linking to page]

If you have 5 minutes to spare you can leave us a review on:

Facebook

DM us on Instagram

Email us at info@skyeandlach.com.au

Shop with 15% off

As a thank you for your feedback please **enjoy 15% your next purchase** with S+L.

Enter the code [unique code for customer] at checkout.

[button]

From weekday hustle to weekend relaxation, choose to shine in Skye + Lach.

Tammy + Kylie xx



CLIENT INFO

Statement eyewear from Skye + Lach that takes you from day to night, beach to bar, weekday hustle to weekend relaxation.

skyeandlach.com.au

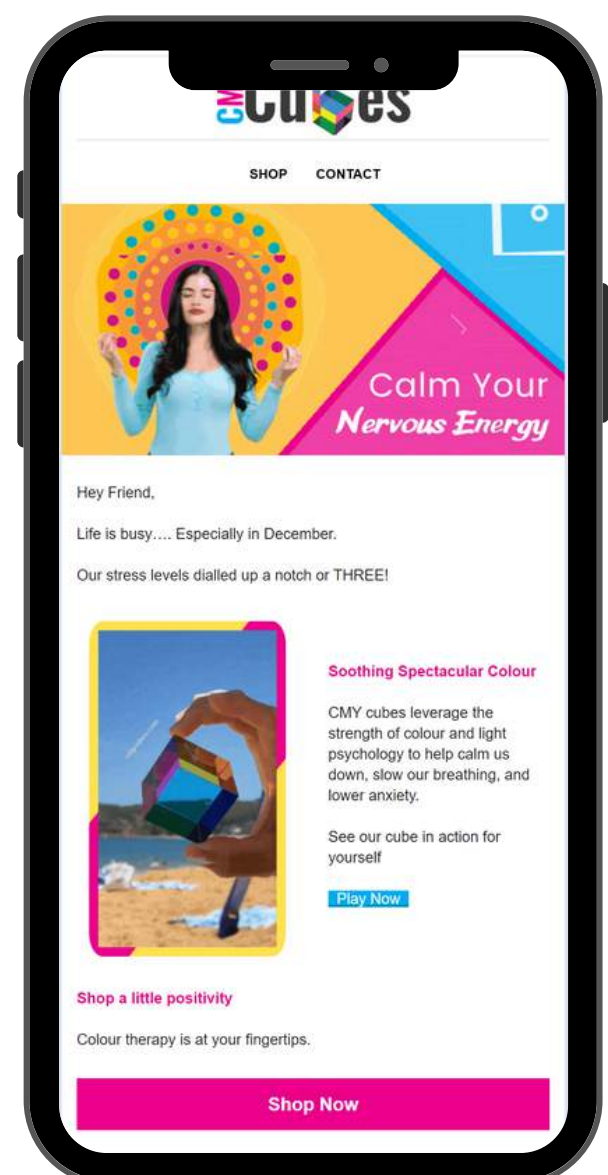
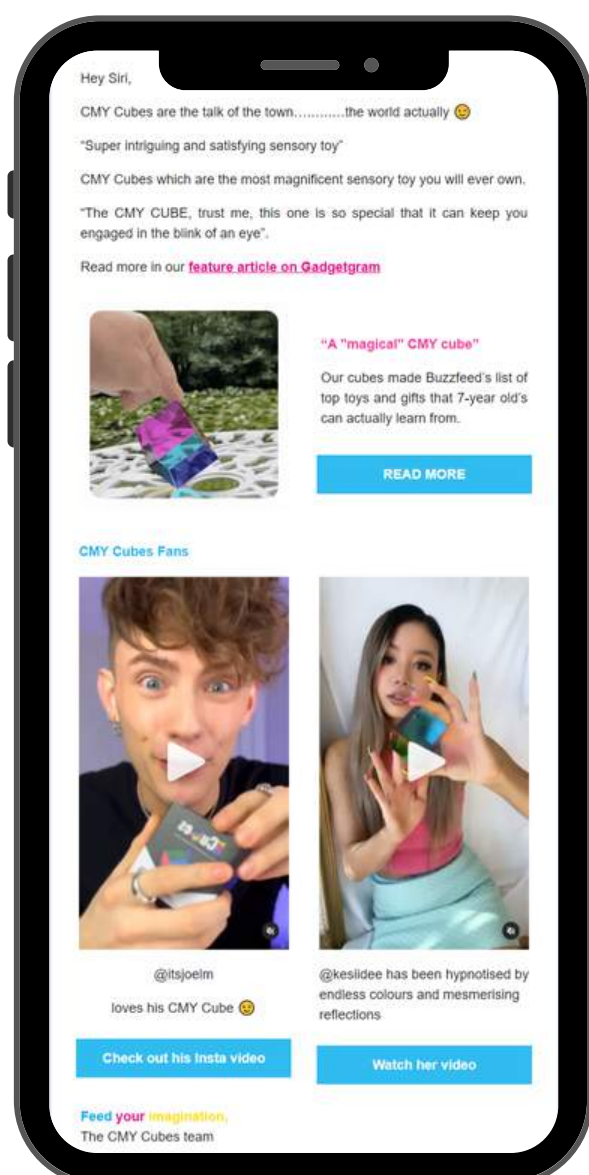
Newsletter EDMs

Marketing and advertising emails influence the buying decision of over 50% of customers. By nurturing your audience and staying in touch regularly, you'll help increase return purchases and overall sales. Compared to other marketing platforms, you actually OWN your email list - making this an almighty tool for your business.

The main reason to send out regular email newsletters is to improve your client relationships and ultimately increase your sales.

Real results

For Client A we we got a near **8x return over 4 months** through weekly newsletters. For Client B we got a near **7x return over the course of one year** - making a **whopping \$37.500 from bi-weekly newsletters** alone.



**WE ACHIEVED AN ROI OF 772% OVER
4 MONTHS OF EDM MANAGEMENT**

Newsletter #1

Copy Example

Fidgeting is the new yoga, haven't you heard?

CMY Cubes are for everyone

Adults and kids love the ever-changing spectrum of colours, but did you know that CMY cubes leverage the strength of colour to help slow our breathing and reduce anxiety?

This National Colour Therapy Month why not check out some of our customer's favourites:

Collectors Pack [link]

CMY Original Cube [link]

The Ultimate Pack [link]

Our little CMY Cubers love playing with a toy that allows them to express their creativity.

Just look how happy @wish_yooper_here is <https://www.instagram.com/p/CaCoNb0K3TG/>
[with image]

Get mesmerised to something great

Focusing our attention on a colourful object can be meditative and let's face it, it is soooo mesmerising its addictive.

The ability to elevate your mood is in the palm of your hand.

Whichever cube you choose, one thing is for sure: fidgeting just got a whole lot more fun!

The CMY Cubes team



CLIENT INFO

CMY Cubes are magical shapes that create an ever-changing spectrum of colour, giving you endless enjoyment.

cmycubes.com

Newsletter #2

Copy Example

Are you feeling those summer vibes?

So are these stylish ladies....

@journeytoworthyofficial is looking gorgeous in her DEFIANT frames in black
[insert IG image]

@tori.jane94 wearing our FEARLESS sunglasses in tortoiseshell
[insert IG image]

The fabulous Shani rocking her oversized DARING sunnies in tortoiseshell
[insert IG image]

Thongs out, Sunnies on 😊

How does 15% off sound?

Shop all week using code **CHIQUITA2022** at checkout and grab your Chiquita statement frames just in time for Australia Day.

[insert button]

Don't forget!

Every Chiquita purchase comes with a free luxe care kit which includes a microfibre cloth case (doubles as a second case for smaller handbags), a microfibre cloth and cleaning spray.

Fashion is fleeting, style lasts forever.



CLIENT INFO

Chiquita offers a range of stylish statement sunglasses for every woman, every face shape and every occasion.

chiquita.co

Hot Newsletter Tips

1

KEEP IT REGULAR

Sending out regular emails to your database is a must to build trust, bolster reputation, and improve the odds of being top-of-mind when your audience considers buying something in your business category. Keep it relevant and engaging though - you don't want to see that "Unsubscribe" or "Unengaged" number rise.

PERSONALISE

62% of emails are opened thanks to a personalised subject line. Using someone's first name stands out in an inbox and increases your open rate.

2

3

BEST DAY AND TIME

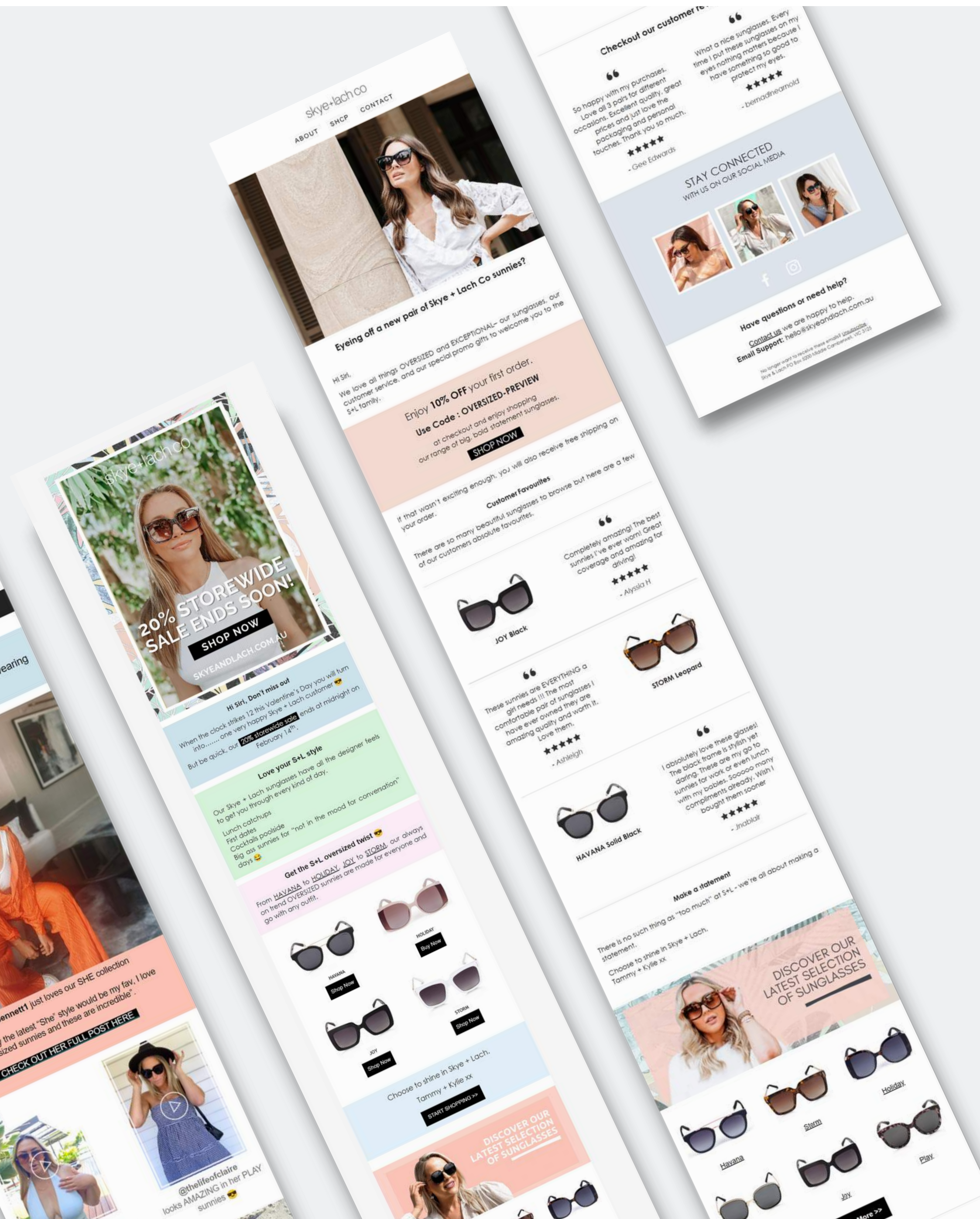
Each business and person is unique, so there is no perfect day and time to send out your campaigns. However, Klaviyo offers "smart sending" and the ability to send out your newsletter in a local timezone, creating a higher possible open rate.

PROMOS VS NEWS

28% of subscribers state they'd like to see promo offers. We believe it's important to keep a healthy balance between constantly offering discounts (as you don't want to devalue your business) and mentioning newsworthy updates, such as sneak peeks, launches, important dates and reviews.

4

Design portfolio



How To Get The Best Results

COPY

Writing captivating and engaging email copy is integral to the success of an email campaign. Good copy ties your design, subject line, and call-to-action together and provides a valuable piece of content for your subscribers.

DESIGNS

Design allows the reader to navigate the content with intend. Good email design catches the readers eye and invites them to keep reading/scouring once they open the email. It also captures attention and engages your email recipients.

NURTURE

Without nurturing, most leads will disappear. People want to know that they matter to a brand and that they are appreciated as an individual. Nurturing emails both work on educating the reader and building brand awareness.

MEASURE

You want to maintain email list health and improve the ROI of your campaigns. Dive into metrics to measure performance and to understand and improve your efforts. By setting benchmarks and start testing you'll continue to improve and grow.

Bonus: 26 High-Converting Email Subject Lines

01 **“JOHN, IS THIS THE PRODUCT YOU’VE BEEN WAITING FOR?”**

02 **“GET IT BEFORE IT’S GONE...”**

03 **“THESE [INSERT YOUR PRODUCT] ARE ALMOST 100% GONE FOREVER”**

04 **“CHOOSE OR LOSE! FREE GIFT WORTH UP TO \$50 WITH YOUR PURCHASE.”**

05 **“ONE MORE CHANCE TO GET 15% OFF!”**

06 **“LOOKING FOR THIS [INSERT NAME]?”**

07 **“YOU HAVE TO SEE WHAT’S IN THIS BAG”**

08 **“☆☆ WANNA SEE SOMETHING SPECIAL?☆☆”**

“GOOD NEWS INSIDE”

“NEED SOME STYLE INSPO? CHECK THIS OUT...”

“THINKING OF [INSERT YOUR BRAND NAME]? HERE’S WHAT OTHERS ARE SAYING → ”

“CUSTOMERS CAN’T GET ENOUGH OF OUR [INSERT POPUPLAR PRODUCT]”

“300 MINUTES OF FREE SHIPPING – STARTS NOW! ⚡”

“WE DON’T WANT TO STRESS YOU OUT, BUT...”

“YOU ALMOST MISSED OUT...”

“RE: YOUR ORDER [NAME]”

“IT’S ABOUT TIME WE TREATED YOU. OPEN FOR MORE...”

“CODE INSIDE! YOU MADE THE CUT FOR 20% OFF EVERYTHING →”

“EARLY ACCESS: GRANTED”

“THIS IS TOO SWEET TO PASS UP ”

“WE DON’T WANT YOU TO MISS THIS OFFER (IT’S JUST TOO GOOD).”

“THE MORE YOU BUY, THE MORE YOU SAVE — BUT NOT FOR LONG!”

“DON’T SETTLE FOR ONE WHEN YOU CAN HAVE BOTH.”

“YOU’RE GONNA WANT TO SEE THIS [SALE / LAUNCH / ANNOUNCEMENT]”

“YOU DESERVE THIS [INSERT PRODUCT]”

“IT’S SPLURGE DAY! TREAT YO’SELF WITH AN EXTRA 10% OFF!”

Working Together

STEP 1



DISCOVERY SESSION, BRIEF & PREP

We'll want to get to know you and your business through a free discovery session first. We'll also ask you to fill out a brief and provide access and content.

STEP 2



COPY AND DESIGNS

Together, we'll work on getting the copy and designs to a point where you feel it is representing your business whilst trusting our expert advice on what'll work best.

STEP 3



REVISIONS AND APPROVAL

Once you have approved the first round of copy and designs, we'll setup the rest of your flows. You'll get the opportunity to review our work and send over revisions. We want you to be completely satisfied and feel comfortable with our work at all times.

STEP 4



GO LIVE

Once you are fully happy with the delivery, we will pull the trigger and go live with your fresh flows!

NEXT UP



SCALING AND MEASURING

Now the fun begins. You can keep an eye on the performance of the flows or start working with us on EDM management where we take care of your account health, testing, improvements and regular newsletters.

Pricelist

ITEM

FEE

EMAIL TEMPLATE

\$ 149

Initial design template.

Add copy for + \$ 79

EDM MANAGEMENT

from \$ 299

Help create impactful campaigns and improve performance.

p/m

Includes a strategic content calendar, email designs incl. copy plus database management and monthly improvements.

KLAVIYO E-COM ESSENTIALS

\$ 749

Setup & integration of 5x powerful emails in Klaviyo. Includes custom design, copy and subject lines.

- Welcome Email
- Abandoned Cart Email
- Browse Abandonment Email
- Post Purchase Thank You Email
- Review Email

KLAVIYO ADVANCED FOUNDATIONS

\$ 1,899

Setup & integration of 6x powerful email flows in Klaviyo.

Includes custom design, copy and subject lines.

- 3-part Segmented Welcome Drip (Pre-Purchase Nurturing)
- 3-part Multi Day Abandoned Cart Sequence
- 2-part Winback Series
- 2-part Post-Purchase Nurturing Flow
- Browse Abandonment Email (1x)
- Sunset Cleaning Campaign (2x emails)
- BONUS newsletter template

Excl GST. We have NO lock-in contracts or exit fees. Pricing excludes your email subscription costs. We will always advise you about specific costs if they are applicable. Your management fees are safe and locked. If we decide to up our pricing, your initial monthly management fee will always stay the same.

Communication

1

BUSINESS HOURS

We are available Mon-Fri from 9am to 5pm AEST.

2

RESPONSE TIME

We endeavour to respond to all queries within 1-2 business days (excl. Victorian public holidays). If you haven't heard back from us within 48h, please check your Junk/Spam folder or send us a text on 0413378033.

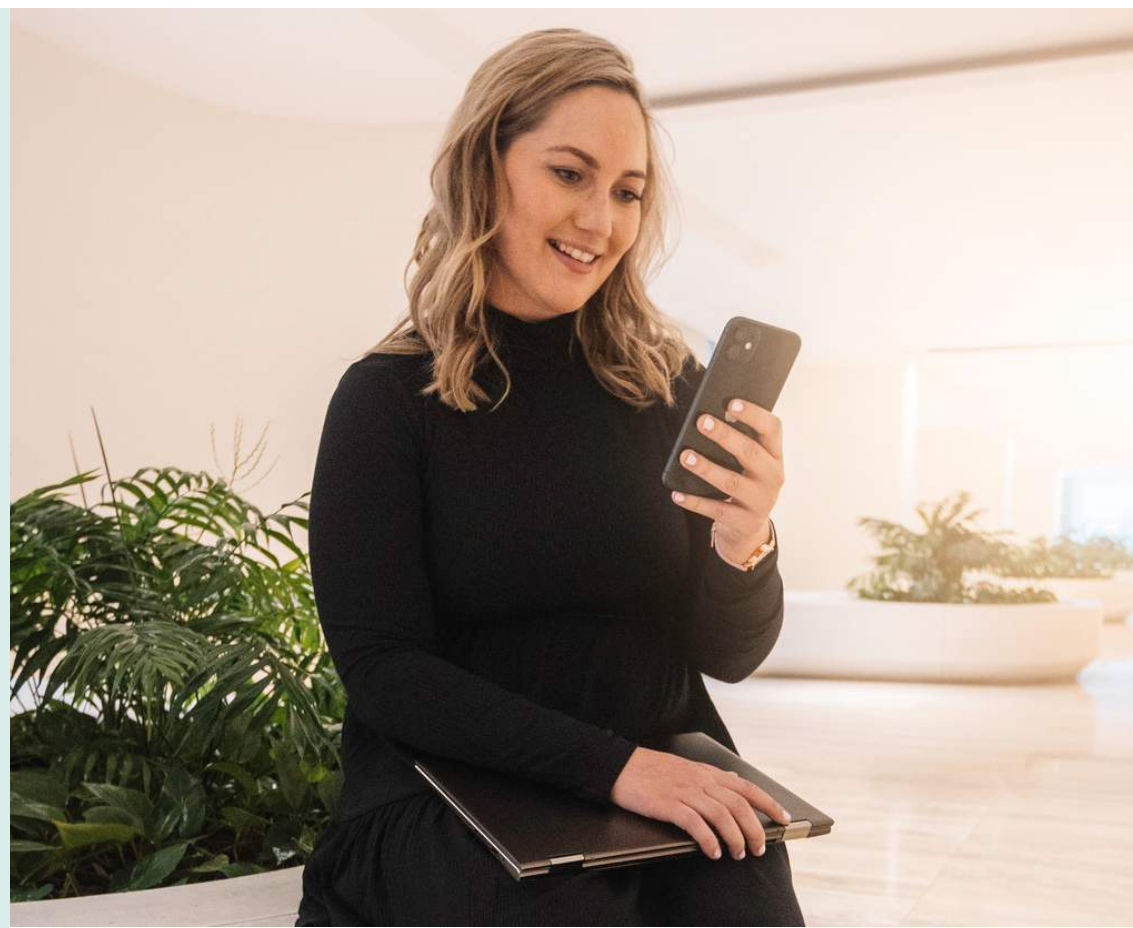
3

PREFERRED CONTACT METHOD

We like communicating via email, so there is a trail and no information goes missing. We are also available via phone but would love if you give us a heads-up before calling so we can dedicate our time to you. You can schedule in a 15-min chat with us [here](#).

NOTE

We are always available to help and to provide you with guidance, but time management is important to us. Our strict schedule allows us to give each client their fair share of attention. Please respect that we are here to assist but we are not your assistant :-)



Billing and Payments

We require a 50% upfront deposit to lock in your project and commence work.

This is because we have to cover any expenses that occur and block out our time to work for you. Halfway through the project, or after 30 days (whichever occurs first) you'll receive an invoice for 25% of the balance. You'll pay the final 25% upon approval and before going live with your new emails (or after 60 days, whichever occurs first).

If you'll sign up for monthly services, you'll receive a link to set-up an auto direct debit. This amount is due on the 1st of every month.

We have no lock-in contracts though, meaning you can cancel at any time and your next scheduled payment will be cancelled as well.

All quotes include a 10% non-refundable booking fee.

Our payment term is 1 week.

We offer several payment options:

- Bank transfer
- PayPal
- Credit card
- 4x interest-free fortnightly instalments

SPECIAL: LOYALTY REWARDS

If you are interested in any of our other services down the track, we offer a 5% loyalty discount for any future projects.



Ready For Take-Off!

We hope you enjoyed this info pack and the helpful tips along the way. We trust you'll feel more confident and organised to get hands-on with email marketing.

What do do next?

If you need help getting started, you can get in touch with us. Our small team ensures your email marketing will be setup for success. We love making working together fun, hence when you choose to work with us, you'll come to the realisation that working on your email marketing is going to be a smooth and enjoyable process.

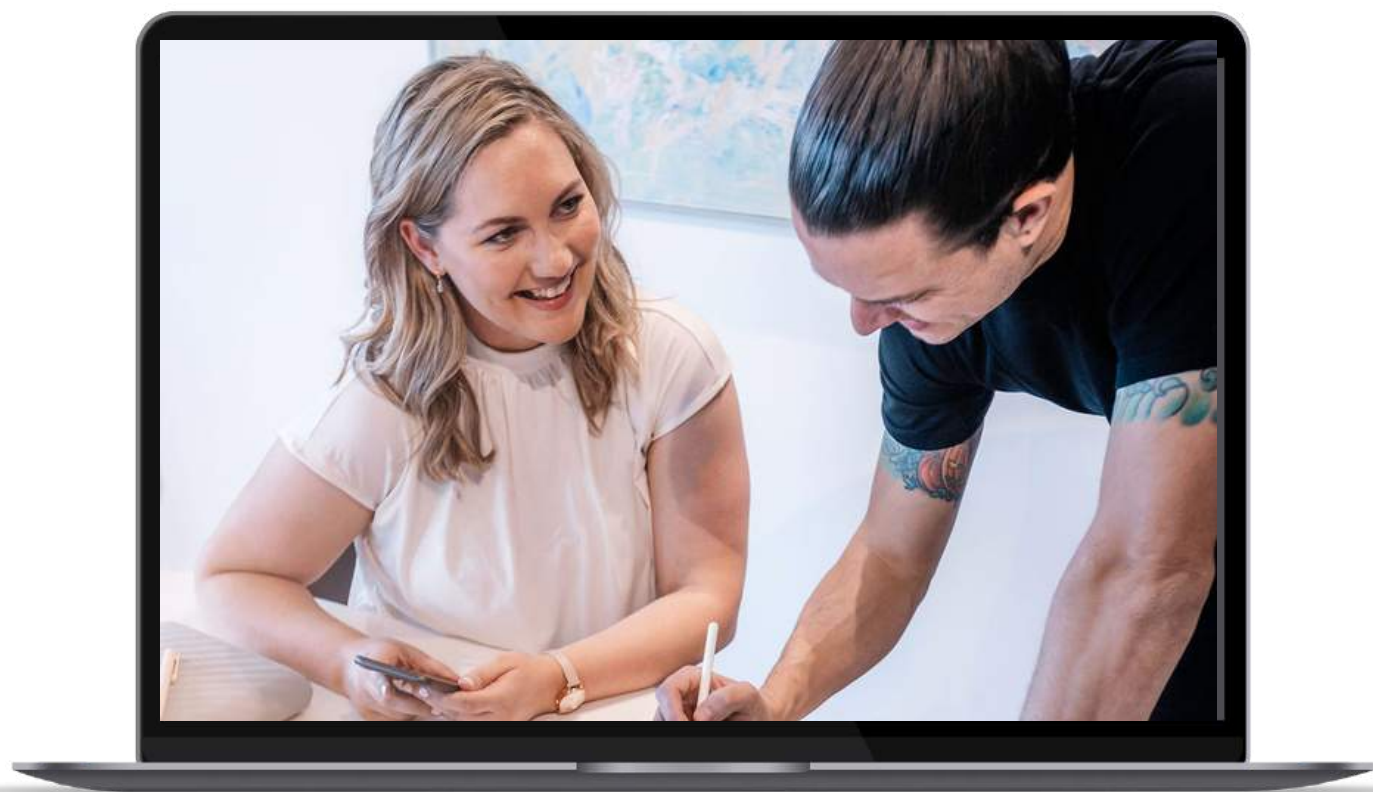
Get In Touch

EMAIL PACKAGES

CONTACT ME

INSTAGRAM

FACEBOOK



KLAVIYO // MASTER

SILVER PARTNER



KYLIE & TAMMY
SKYE + LACH CO



"Siri has been amazing for our business. We needed someone to migrate from Mailchimp to Klaviyo and set up all our flows and start sending our newsletters from Klaviyo. The process was really easy and technically really well set up. Our results have been fantastic since we started sending from Klaviyo. Siri is very thorough, professional and quick."



JESS
FAUVE + CO



"We engaged Siri to assist us in setting up the Klaviyo email work flows. From the very beginning, it was an extremely efficient and easy process, with Siri getting a great understanding of our business and the tone to communicate to our customers. In addition to what was agreed upon in the initial proposal, Siri also showed initiative in updating existing templates and offering a great amount of information and knowledge on best practices and so on."



CAMILLA
FIND MY
PERFECT VENUE



"Siri was helpful, transparent and so generous with information sharing. It was clear she was who I would trust with my biz and, having just hit the GO button on a new welcome series, I can say my experience has been awesome! Great communication, great onboarding, helpful tips along the way and a ripper result!"