

ECOMMERCE EMAIL DESIGN:

**TEMPLATES THAT SCALED A 90K LIST &
INCREASED REVENUE BY 80% FOR GREENECO**





While many businesses recognize the importance of email marketing, designing emails that successfully communicate product value and convert customers is a recurring challenge.

Some companies lack the expertise to create impactful designs, while others struggle with the technical skills to execute campaigns flawlessly.

And, often, many simply don't have the resources to develop and consistently run an effective email marketing strategy.

That's where our **Email Design Services** come into play. We provide the strategic, creative, and technical support businesses need to transform their email marketing efforts.



FROM 2019 TO 2021, WE HELPED OUR ECOMMERCE CLIENT GREENECO CREATE AND IMPLEMENT AN EMAIL DESIGN STRATEGY THAT:

Grew their list
to over

90K subscribers



Increased revenue from
automations

by 80%



Boosted holiday
email sales

by 810%



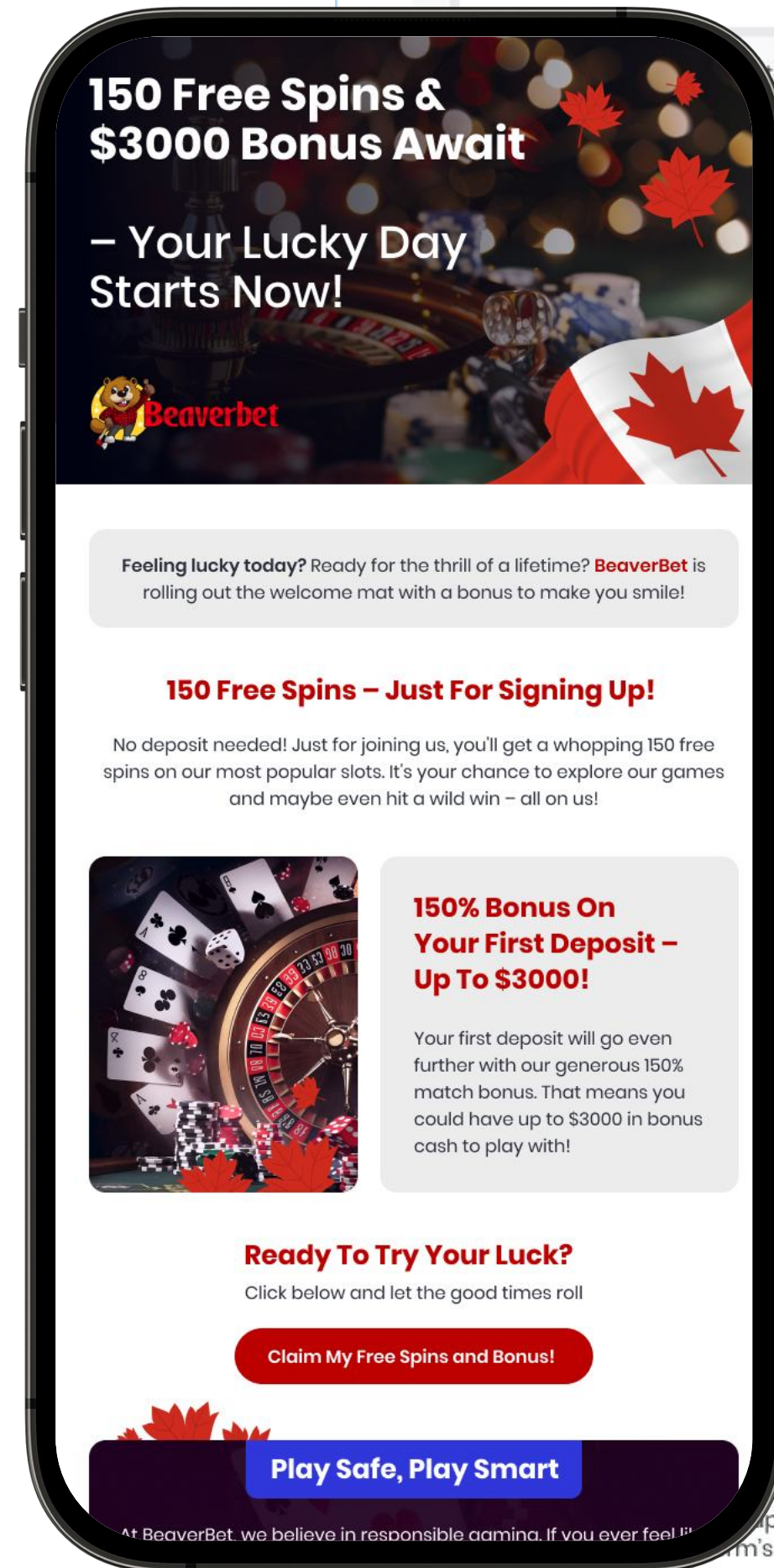
ABOUT THE PROJECT

CLIENT BACKGROUND

GreenEco is an eCommerce store that sells eco-friendly kitchen and household items made from sustainable materials. In 2019, they partnered with us to grow their email list, implement a robust email marketing strategy, and drive customer retention and sales through email.

At the start, **GreenEco** had about **1,500** subscribers and lacked a formal email marketing strategy. We assisted in designing, coding, and delivering emails, transitioning them from a basic email platform to a more advanced CRM, and ultimately helped them grow their list to over **90,000** engaged subscribers.

ABOUT THE PROJECT



1 : 23 : 49 : 23
DAYS HOURS MINUTES SECONDS



to ensure you have access to the alpha passes and the product is launched. be bought with USDT, ETH, BNB or bank card.

Peak For Itself

group is that buyers of the SLPX token are seeing power of the Launchpad XYZ ecosystem. This than 4,500 members and accelerated in the last up.

periods of 2023, the winners were being called. stats so far, based on verified calls in our **free**

perpetual Futures

chain calls (ETH

calls: 2 | 100x calls: 11 |
calls: 23 | Rugpulls: 16



in the Telegram channel, which you can **still** resale ends. Come **join us** and see the results community members and ask them about the

Offers

our trading service filled with empty promises. We up the product we're offering. Based on proprietary firm's trading signal generation leaves nothing to

chance.

As a result, traders are reeling in the profits of as much as 2x to 30x ROI from our free calls. Just scroll back and look at the history of the Telegram signals group. We've done it before, and will do it again.

We developed and executed a series of more than 60 email templates for GreenEco. Here are some of the best practices we used to ensure their email designs resonated with their audience:

EMAIL DESIGN BEST PRACTICES WE IMPLEMENTED

- 1 Compelling Headlines That Highlight Offers**
Each email opened with a strong headline that conveyed a clear offer, drawing customers in.

THE STRATEGY



2

Visual Hierarchy for Easy Scanning

We structured emails to guide the viewer's eye, using bold headers, vibrant imagery, and contrasting colors to emphasize key points.

3

Address Pain Points with Copy & Imagery

We targeted the most common customer concerns—sustainability, product quality, and convenience—through strategic copywriting and visuals.

4

Creative, Engaging Copy

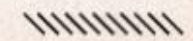
Emails featured a tone that was both fun and informative, keeping readers entertained while promoting the products.

THE STRATEGY

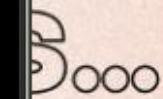
HOW BTC20 IMPROVES ON BTC

The original Bitcoin has a Proof-of-Work (PoW) algorithm that rewards solving complex equations using state-of-the-art technology. This process all comes at a high energy cost. We're changing that with our Proof-of-Stake (PoS) algorithm, just like the one that's recently completed. This means that at the time of writing, 21 million BTC20 tokens released per block, with around 52,000 BTC20 tokens could stake BTC20 and earn approximately 1% to the staking pool.

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BTC20

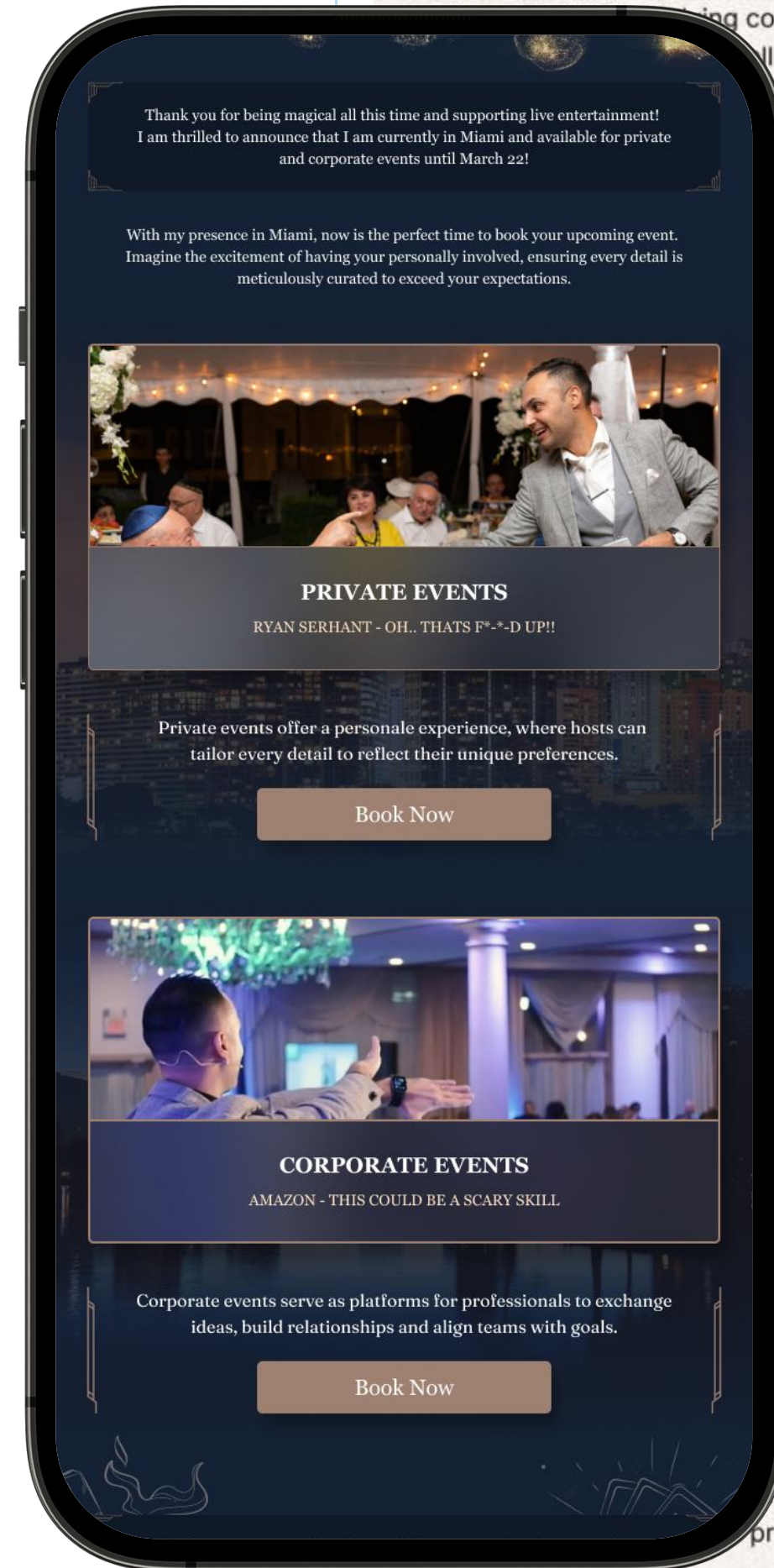


AND REWARDS YOU

Smart contract to mimic the block rewards in.

Supply of 6.05 million BTC20 tokens (the state contract will reward the staking pool with a share every 10 minutes, similar to the way the network works).

distributed to stakers according to their staking pool for approximately the next 120 blocks. BTC20 tokens have the opportunity to earn price appreciation, but also yield.



[VISIT BTC20.COM](https://www.btc20.com)

5

Relevant, Personalized Messages

By leveraging data, we tailored content to customer behaviors and preferences, ensuring each email felt personal.

6

Focused, Simple Messages

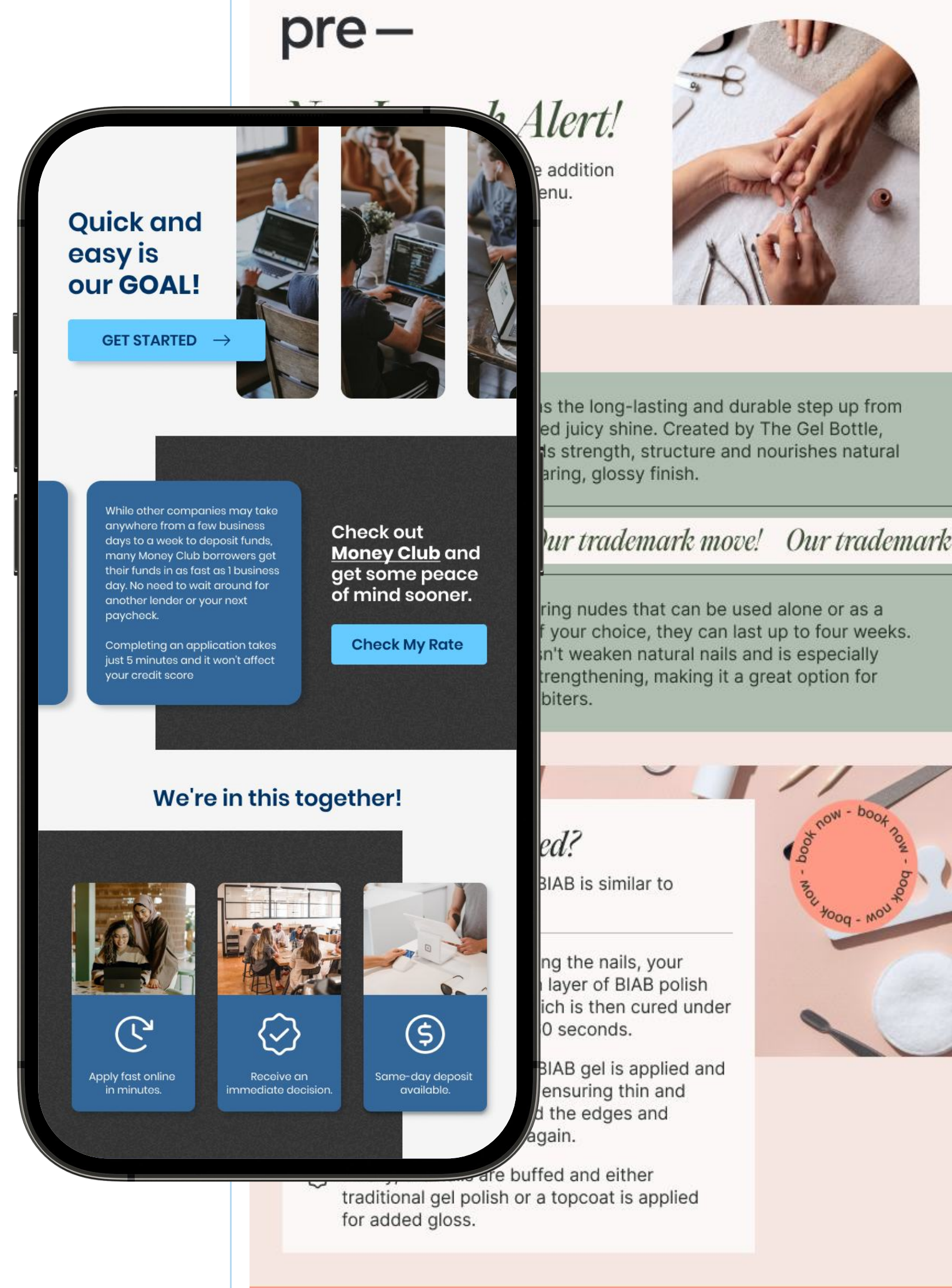
Rather than overwhelming customers, we kept messaging short and to the point, focusing on one primary CTA.

7

Building the Brand, Not Just Promoting Products

Alongside promotions, we helped build GreenEco's brand with content that highlighted their mission and values, reinforcing their brand identity.

THE STRATEGY



These results demonstrate the power of thoughtful email design in not only driving revenue but also enhancing customer loyalty and engagement. By implementing these email design strategies, GreenEco achieved remarkable results:

Increased subscriber list

from 1,500 to over **90,000**
in under two years.



Grew by 80%

Revenue from automated
email sequences



Holiday email revenue

surged by **810%**, turning the holiday season
into their most profitable period.



Boosted open rates by 35%

and click-through rates by 22%, reflecting
highly engaged audiences.



THE RESULTS