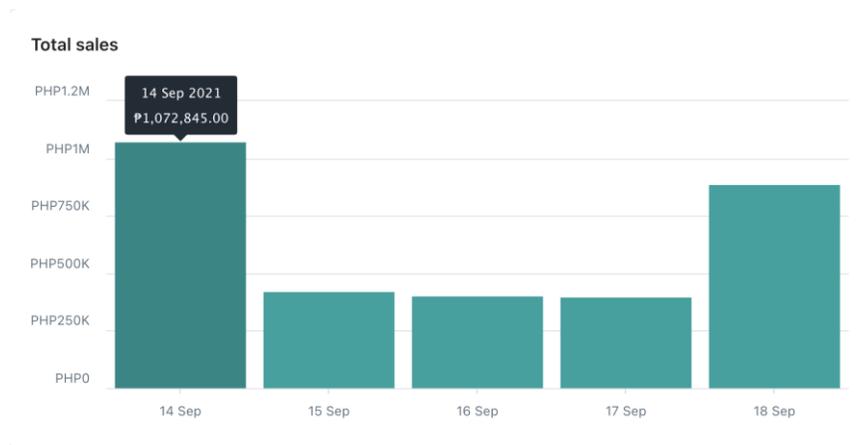


## RJNEPTUNE CO Case study:

How Combining My JEDI EMAILS and The Store's Facebook Ads Generated Over 3M in Net Sales in 5 Days plus 4 insights on how to beat the IOS 15 Update.



## The 3 Ways to Growing a Business:

You see, most businesses have only 3 ways to grow.

So, what are the three ways to grow a business?

1. Increase the number of customers, get more new prospects into paying customers
2. Increase the average order value per transaction, get each client to buy more at each purchase

3. Increase the frequency that the average client buys from you, get each customer to buy from you more often

That's why I think Facebook ads + Email specifically Jedi Emails are the perfect 1-2 punch combo in action.

Facebook Ads (and all forms of advertising) is the best way to reach more eyeballs (aka get more leads) to your business, and then, convert these leads into paying customers.

And with Jedi Email Marketing, you can increase the chance to convert the leads (that the ads get) into paying customers, spend more on your store (↑ AOV) and get them back again and again on autopilot if you want to (↑ LTV).

Facebook ads + Jedi Email is the best way to help eCom clients get from where they are to where they want to be.

## What to Expect in this Case Study:

Okay, so to start - here's the 4-step framework I've discovered to deliver results (↑ revenue) for eCom clients with Facebook ads + Jedi Email combo:

Step 1: Get a consistent flow of traffic/leads to the store with Facebook ads.

Step 2: Increase the chance of converting traffic/leads into customers with retargeting and Automated Email flows.

While increasing the Average Order Value (AOV) at the same time.

Step 3: Convert the non-buyers into customers while increasing Customer Lifetime Value (LTV) and get the current customers to come back to buy again and again with weekly email campaigns. (This is where the Jedi Emails come in)

Step 4: Automate most parts of the system and then scale.

That's it!

Rinse and repeat, by following this exact framework, it's impossible not to scale.

## The 4 Step eCom Growth Framework:

Here's the actual 4 step framework in action. You'll see screenshots from a live campaign we did recently.

That's an additional 7 figures in revenue generated in 5 days.

This particular client ticked the boxes with our requirements as mentioned earlier:

*You own an eCommerce Store ideally your label and have an email list of at least 10,000 people.*

As you already know...

*All, well most business owners want their business to GROW in terms of sales and revenue but are bombarded with so many things that they need to do.*

So that's where we come in. It's our job to close the gap and generate additional sales.

**POINT A**



**POINT B**

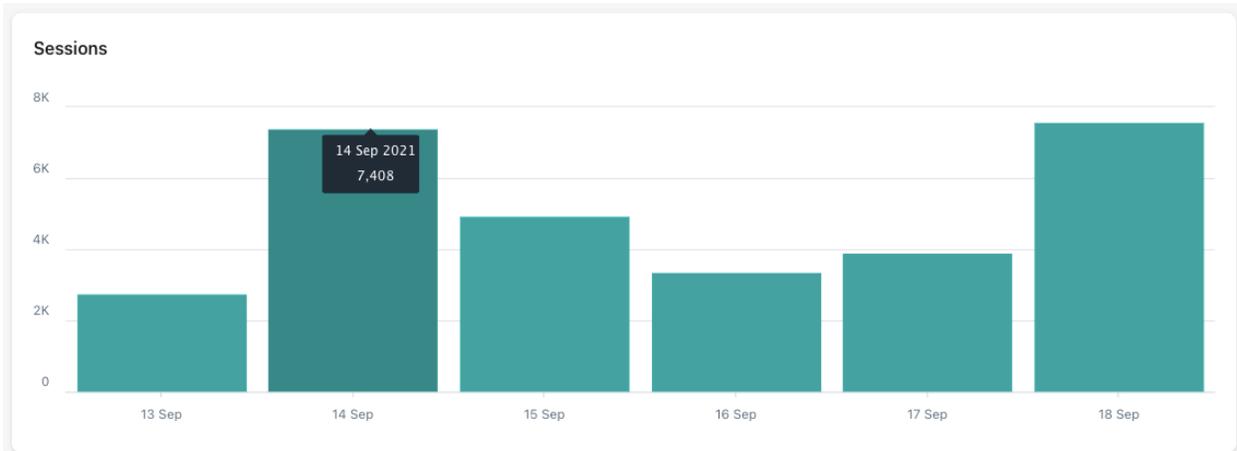


We are the BRIDGE between where our clients are and where they want to be.

This particular client wanted to generate an additional 2 million in revenue in 5 days.

Again, the first step is...

Step 1: Get a consistent flow of traffic/leads to the store with Facebook ads.

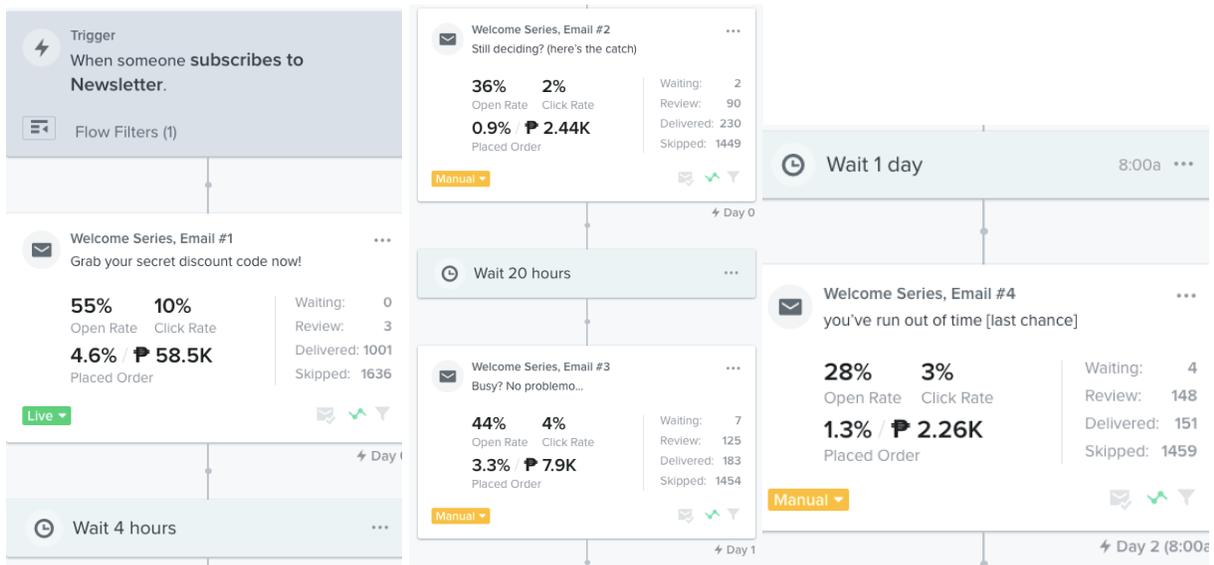


To cut the story short, we generated a total of 29,966 store visitors in 5 days. That's almost 6k store visitors per day, using a Facebook ads

Step 2: Increase the chance of converting those traffic/leads into customers with retargeting and Automated Email flows.

What I did is optimize the below email sequence that's in line with the promo/sale we were running.

## New Subscriber email flow:



### Commentary:

For New Subscribers Flow: What I did with the email (New Subscribers) is rather than sending them a generic welcome email or a discount coupon, I made it appear like an announcement of the current sale that was currently running in the store.

Yep, with all the details of the sale/promo and the mechanics on how they can take advantage of the sale and of course why they should buy right now.

### Email Stats:

#### Email 1:

Open Rates: 55%

Click rate: 10%

Order rate: 4.6%

Email revenue: P58, 500

#### Email 2:

Open Rates: 36%

Click rate: 2%

Order rate: 4.6%

Email revenue: P2, 440

Email 3:

Open Rates: 44%

Click rate: 4%

Order rate: 3.3%

Email revenue: P7, 900

Email 4:

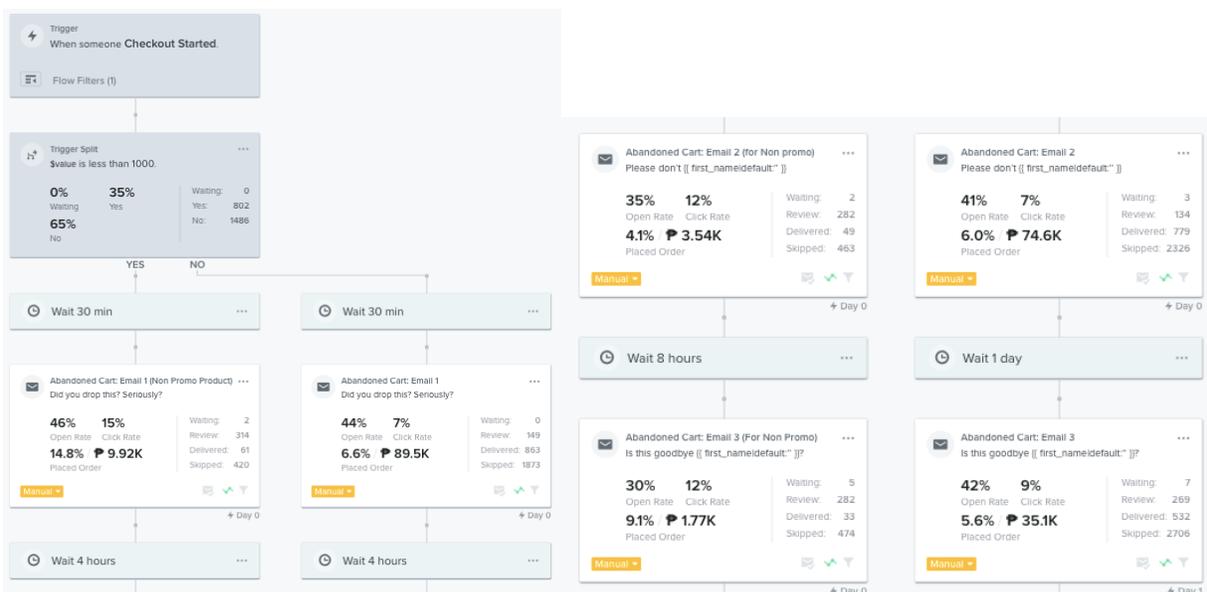
Open Rates: 28%

Click rate: 3%

Order rate: 1.3%

Email revenue: P2, 260

Abandoned carts flow:



Commentary:

For Abandoned Cart Flow: Same with the new subscribers I created customized emails only for the current sale and separate evergreen emails for those who don't take advantage of the sale.

As you can see, there's so much revenue generated from the sale while taking

advantage of the non-sale items/customers.

| Email Stats (Promo Items):  | Email Stats (Non - Promo Items):   |
|---|--|
| Email 1:<br>Open Rates: 46%<br>Click rate: 8%<br>Order rate: 8%<br><u>Email revenue: P130, 100</u>  | Email 1:<br>Open Rates: 46%<br>Click rate: 15%<br>Order rate: 14.8%<br><u>Email revenue: P9, 920</u> |
| Email 2:<br>Open Rates: 42%<br>Click rate: 7%<br>Order rate: 6.3%<br><u>Email revenue: P84, 600</u> | Email 2:<br>Open Rates: 35%<br>Click rate: 12%<br>Order rate: 4.1%<br><u>Email revenue: P3, 540</u>  |
| Email 3:<br>Open Rates: 42%<br>Click rate: 9%<br>Order rate: 5.6%<br><u>Email revenue: P35, 100</u> | Email 3:<br>Open Rates: 30%<br>Click rate: 12%<br>Order rate: 9.1%<br><u>Email revenue: P1, 770</u>  |

**Step 3:** Convert the non-buyers into customers while increasing Customer Lifetime Value (LTV) and get the current customers to come back to buy again and again with weekly email campaigns aka Jedi Emails.

|                          |                             |                |                  |                |                |
|--------------------------|-----------------------------|----------------|------------------|----------------|----------------|
| <input type="checkbox"/> | 9.16                        | Email          | 54.6%            | 3.2%           | ₱ 24,442.50    |
|                          | Sent on Sep 17, 2021 at     |                | 717 recipients   | 42 recipients  | 13 recipients  |
| <input type="checkbox"/> | 9.18                        | Email          | 21.4%            | 1.4%           | ₱ 204,749.00   |
|                          | Sent on Sep 17, 2021        |                | 4648 recipients  | 310 recipients | 97 recipients  |
| <input type="checkbox"/> | '                           | Email A/B Test | 47.2%            | 0.2%           | ₱ 68,170.00    |
|                          | Sent A/B on Sep 17, 2021 at |                | 10897 recipients | 45 recipients  | 32 recipients  |
| <input type="checkbox"/> | 9.17                        | Email          | 22.0%            | 0.4%           | ₱ 78,543.00    |
|                          | Sent on Sep 17, 2021 at     |                | 4763 recipients  | 86 recipients  | 35 recipients  |
| <input type="checkbox"/> | 9.17                        | Email          | 33.0%            | 1.7%           | ₱ 244,363.00   |
|                          | Sent on Sep 16, 2021        |                | 7292 recipients  | 373 recipients | 101 recipients |
| <input type="checkbox"/> | 9.16 4                      | Email          | 13.4%            | 0.5%           | ₱ 68,763.63    |
|                          | Sent on Sep 16, 2021        |                | 2963 recipients  | 115 recipients | 34 recipients  |
| <input type="checkbox"/> | 9.16                        | Email          | 17.3%            | 1.0%           | ₱ 195,833.00   |
|                          | Sent on Sep 15, 2021        |                | 3879 recipients  | 232 recipients | 88 recipients  |
| <input type="checkbox"/> | 9.15                        | Email          | 11.8%            | 0.6%           | ₱ 108,800.00   |
|                          | Sent on Sep 15, 2021        |                | 2635 recipients  | 131 recipients | 48 recipients  |
| <input type="checkbox"/> | 9.15                        | Email          | 15.9%            | 1.1%           | ₱ 203,335.00   |
|                          | Sent on Sep 14, 2021 at     |                | 3633 recipients  | 256 recipients | 96 recipients  |
| <input type="checkbox"/> | 9.14                        | Email          | 15.5%            | 0.7%           | ₱ 133,882.63   |
|                          | Sent on Sep 14, 2021        |                | 3432 recipients  | 149 recipients | 59 recipients  |
| <input type="checkbox"/> | 9.14 4                      | Email          | 28.2%            | 3.2%           | ₱ 559,989.75   |
|                          | Sent on Sep 13, 2021        |                | 6472 recipients  | 729 recipients | 250 recipients |

#### Commentary:

So, what we did here is we prepared sale announcement emails and follow-up emails each day to make sure the list knew that we're having this sale/promo just for them.

We sent a heads-up email to inform them and get them excited about what's happening to the store in the next few days.

Since this was a 5-day promo, we've asked the client if we can give early access to the list before anyone else making the offer more enticing. We added exclusivity and scarcity to get the readers to buy.

This means while the ads are making the cold audience excited and generating more leads for the upcoming sale.

The email list is getting their early access and made them feel prioritized and made them realize the advantage of being on the list.

## Step 4: Automate almost everything from steps 1 - 3 and scale.

|                          |   |  |                 |                |               |  |
|--------------------------|---|--|-----------------|----------------|---------------|--|
| <input type="checkbox"/> | reminder email  |  | 34.8%           | 3.4%           | ₱ 0.00        |  |
|                          | Sent on Sep 22, 2021 at                               |  | 112 recipients  | 11 recipients  | 0 recipients  |  |
| <input type="checkbox"/> | register Email  |  | 36.9%           | 8.0%           | ₱ 0.00        |  |
|                          | Sent on Sep 21, 2021 at 4:16 am                       |  | 124 recipients  | 27 recipients  | 0 recipients  |  |
| <input type="checkbox"/> | 9.21 Zoom You and Me resend to non open/click         |  | 10.0%           | 0.2%           | ₱ 1,060.00    |  |
|                          | Sent on Sep 20, 2021                                  |  | 2218 recipients | 44 recipients  | 2 recipients  |  |
| <input type="checkbox"/> | 9.20 Zoom You and Me?                                 |  | 18.7%           | 0.3%           | ₱ 1,180.00    |  |
|                          | Sent A/B on Sep 20, 2021 at                           |  | 4199 recipients | 57 recipients  | 2 recipients  |  |
| <input type="checkbox"/> | 9.18 thank you email                                  |  | 33.3%           | 0.0%           | ₱ 3,075.00    |  |
|                          | Sent on Sep 18, 2021                                  |  | 7587 recipients | 11 recipients  | 3 recipients  |  |
| <input type="checkbox"/> | 9.18 4-4 last 15 mins - Augmen Digital                |  | 23.1%           | 0.5%           | ₱ 12,946.00   |  |
|                          | Sent on Sep 18, 2021 at 11:45 am - The Parent Segment |  | 5271 recipients | 109 recipients | 11 recipients |  |
| <input type="checkbox"/> | 10.10   |  | 33.3%           | 0.1%           | ₱ 6,918.75    |  |
|                          | Sent on Oct 7, 2021                                   |  | 6472 recipients | 11 recipients  | 5 recipients  |  |
| <input type="checkbox"/> | 10.7  |  | 2.6%            | 0.2%           | ₱ 1,000.00    |  |
|                          | Sent on Oct 6, 2021 at                                |  | 83 recipients   | 5 recipients   | 1 recipient   |  |
| <input type="checkbox"/> | 10.6 Customer Winback campaign                        |  | 23.6%           | 0.3%           | ₱ 3,258.68    |  |
|                          | Sent on Oct 5, 2021 at 8:00 pm                        |  | 2311 recipients | 33 recipients  | 4 recipients  |  |
| <input type="checkbox"/> | 10.5 Re-engagement campaign Email 1                   |  | 3.5%            | 0.1%           | ₱ 0.00        |  |
|                          | Sent A/B on Oct 4, 2021 at                            |  | 110 recipients  | 4 recipients   | 0 recipients  |  |
| <input type="checkbox"/> | 10.4 Customer Winback campaign Email 1                |  | 24.1%           | 0.4%           | ₱ 2,934.00    |  |
|                          | Sent A/B on Oct 4, 2021 at                            |  | 2376 recipients | 37 recipients  | 2 recipients  |  |
| <input type="checkbox"/> | 9.30  |  | 10.4%           | 0.3%           | ₱ 15,253.50   |  |
|                          | Sent on Sep 30, 2021 at                               |  | 2068 recipients | 68 recipients  | 11 recipients |  |
| <input type="checkbox"/> | 9.29  |  | 24.5%           | 1.5%           | ₱ 26,377.50   |  |
|                          | Sent on Sep 29, 2021 at                               |  | 5014 recipients | 301 recipients | 33 recipients |  |
| <input type="checkbox"/> |   |  | 43.8%           | 7.1%           | ₱ 6,645.00    |  |
|                          | Sent on Sep 23, 2021                                  |  | 147 recipients  | 24 recipients  | 2 recipients  |  |
| <input type="checkbox"/> | Thank you attendees                                   |  | 92.9%           | -              | ₱ 0.00        |  |
|                          | Sent on Sep 22, 2021                                  |  | 26 recipients   | -              | 0 recipients  |  |
| <input type="checkbox"/> |   |  | 41.1%           | 5.1%           | ₱ 1,000.00    |  |
|                          | Sent on Sep 22, 2021                                  |  | 138 recipients  | 17 recipients  | 1 recipient   |  |
| <input type="checkbox"/> |   |  | 26.8%           | 1.6%           | ₱ 10,600.00   |  |
|                          | Sent on Sep 22, 2021 at 7:00 am                       |  | 84 recipients   | 5 recipients   | 2 recipients  |  |

Commentary:

We did not stop after the sale even if we've exceeded the goal by more than 1 million. We didn't stop there because we didn't want to waste the momentum we've built for the sale.

While planning for the next round of Jedi emails, we worked on our Unengaged subscribers. These are the people who have not engaged from the early access and the sale period.

#### 4 Bonus Insights to Beat iOS 15

As you already may know (or not) Apple just released iOS 15 update and here are the emails you can send right now that will help you beat this update and make it work on your side;

- More reply emails (make people reply to your emails)
- More Google Doc/Forms or Survey/Quiz emails
- Improve Browse Abandonment emails
- Only track clicks, replies, page visits, placed orders, purchases, forwards, etc.

I know, it does require some work up front - but the results speak for themselves to the tune of PhP3++ Million pesos in 5 Days

Everything will require a bit of work especially if you want to build some momentum.

Now if you think this is overwhelming but you do see indeed the value that it can bring to the table, let me know, and let's see if I can help you implement what you just learned.

Keep working and keep improving by 1% every day but also know what things to delegate and have someone do for you instead

I hope this case study was useful to you.

Good luck!

Bry *"My Jedi Emails + Your FB ads = eCom growth"* Bernabe

Email Jedi

*PS-* If you need help implementing the strategies in this case study and you do see the value of email marketing, send me an email:

[bryan@rjneptune.com](mailto:bryan@rjneptune.com)