



MAD VIKING BEARD

CLIENT CASE STUDY

created by SKU Agency

OVERVIEW

Mad Viking Beard (MVB) had one person executing their email marketing design, copywriting and strategy at the time we started working together. The strategy loosely consisted of one-off campaigns with unoptimized automation flows. They had a very strong brand and following but were not nurturing them through email communications.

CHALLENGES

- Poor deliverability
- Flows weren't optimized
- Loyal customers were not being nurtured
- Inconsistent & low send frequency
- SMS Marketing non-existent and on a separate platform than email.
- No subscription model



"SKU Agency has freed all my time up, taking care of our first-party data, and maximizing our revenue."

Jason Sealand, Owner, Mad Viking Beard

SOLUTION

After reviewing MVB's customer base and email list within Klaviyo, we put together a plan to optimize the core email flows immediately since that was the lowest hanging fruit and would provide the quickest and likely biggest win out of all the strategies.

Before executing on this, we had to resolve deliverability issues. The client had a lot of inactive contacts that we had to either re-engage or clean out to improve deliverability. Creating segments of engaged contacts and warming the list back up helped with this.

After that was complete, we helped outline the the promotion calendar for the upcoming months to make sure we avoided any discount fatigue from the customers, and understood what cadence of email sends would result in the highest conversions.

The next thing we did we re-ignite their SMS marketing channel. The list was small but we knew this channel converts so we immediately

setup their core SMS flows and implemented an SMS signup form that worked in conjunction with their current email signup form to increase SMS opt-ins.

Loyal customers were facing two issues. One, they were not acknowledged as loyal. Two, they didn't have a subscription program to streamline their loyal purchase habits. After researching app solutions based on program features and client needs, two new programs came out of this; an affiliate and subscription program. Both are being nurtured and grown with email and SMS flows and campaigns.

RESULTS

- **\$725,000** of 2021 revenue attributed to email and SMS marketing
- On average, **48%** of monthly revenue attributed to email and SMS marketing
- Conversions **+249%** from previous year
- Open Rates **+26%** from previous year
- Email Deliverability **+590%** from previous year
- Unsubscribe Rate **-60%** from previous year

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