

CHEAT SHEET CASE STUDY



BACKGROUND



The Cheat Sheet is a clever take on the traditional blanket cover. Designed with a discreet L-shaped zipper that stretches along both its length and width, the sheet makes it much simpler to insert your blanket, close it back up, and settle in for a good night's sleep.

As their website traffic shows, people are loving the Cheat Sheet and are eager to see what it's all about. The problem? They're looking, but not buying. Cheat Sheet's online sales fall far below their number of visits, and the innovators behind the sheet believe the high price point may be to blame. They turned to me, asking for an email marketing strategy to help capture these lost leads.

GOALS



Increase conversion rates, increasing sales by at least 15% in order to finish the current stock of Cheat Sheets.

CHALLENGES



Cheat Sheet has maxed out their budget for social media ads, due to the high cost of advertising on these platforms coupled with the low conversion rates the ads are bringing in. Though the company's social media campaigns have been successful in attracting large numbers of consumers to their site, they haven't managed to facilitate immediate conversions, creating an urgent need to re-engage visitors.

STRATEGY



We set out to re-engage relevant viewers through email. Aware that the price point is likely to blame for many of the company's lost leads, we ran an educational campaign, highlighting the quality of the sheet. We informed leads that the sheet is made from percale, a cotton knit that provides a firm and enduring texture and makes the product less vulnerable to wear and tear than more affordable linens.

Once we explained to consumers why the Cheat Sheet is a worthy investment, we developed a funnel, consisting of monthly newsletters, discounts, and "based-on-your-browsing" triggered communications that educated, engaged, and fostered a sense of urgency to make purchases while supplies last.

RESULTS

