

THE MILLION-SUBSCRIBER DILEMMA

How Words by a Pro Doubled an Email Marketer's CTR

Overview

- A large email marketing company with millions of subscribers struggled to consistently push out high-quality marketing copy to its audience.
- They connected with Words By a Pro (WBP) to take full ownership over content campaigns for several of the client's biggest sub-brands.
- WBP consulted with the client on the best way to set up and manage campaigns at this scale. This began with a completely hands-off production process that transitioned into a consulting process to educate the client on how to run campaigns with more efficiency.
- **The 15-month engagement produced 1,115 unique articles that doubled email click-through rates and increased subscriber growth by 30%.**



THE Problem

How does a company with millions of subscribers deploy a seamless content strategy without investing significant resources into production?



This was the challenge for a recent client, a Denver-based tech startup that specializes in email drip campaigns. This client's business model was driven by bringing new subscribers to the email funnel via content publication across multiple sub-brands, each of which targeted a unique audience.

The client's reach was broad, and each sub-brand included over a million subscribers. Naturally, the client needed a large number of content assets to serve these customers and maintain an active marketing funnel that brought in ongoing fresh leads.

But with so many subscribers to manage, content production was an ongoing challenge. The client

struggled to push regular, high-quality content alongside its other marketing goals. The nature of content production was too time-consuming to manage internally; every step of drafting, editing, and publication ate away at time and productivity.

In response, the client explored outside solutions for content production – ideally, one that was turnkey across all aspects of content research, drafting, image sourcing, and publication. Additionally, the client had strict publication timelines for all content pieces.

Given the scope of work, the ideal service provider would need to take complete ownership over production and ensure that all assets were delivered exactly when needed.

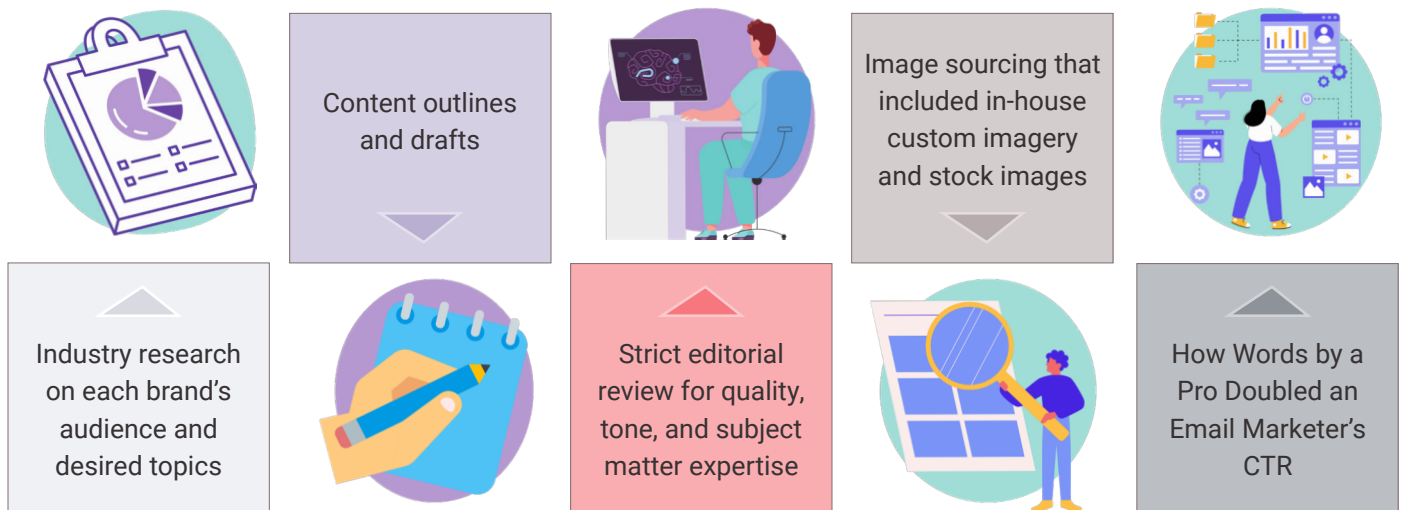
OUR Solution



Content & Coordination: The client’s past attempts at finding a content production partner to achieve these goals were unsuccessful – until they contacted Words by a Pro.

Unlike other content marketing companies, WBP provides an ideal level of coordination and flexibility. Rather than request that clients adapt to WBP’s internal processes, WBP learns each client’s preferred marketing management process and tailors services to meet those needs. In essence, WBP integrates with the client’s existing workflow to provide and publish content in a seamless fashion.

Specifically, WBP was brought on to manage one of the client’s sub-brands, which required a full, realized content campaign:



After seeing the results of the initial campaign, the client extended its service arrangement to include two more sub-brands, which gave WBP ownership over three of the client’s flagship accounts.

This extension allowed WBP to take a turnkey approach to the client’s project management. With strict deadlines to meet, the client needed to develop a certain level of trust with its outsourced partners. WBP gained their confidence through an approach that illustrated the team’s ability to scale and adapt to the client’s changing needs.

PROJECT RESULTS & Discussion



Over a 15-month engagement, WBP drafted, edited, and published **1,115 unique articles** for the client and sourced over **4,000 accompanying images**.

The results were immediate. Post-campaign, WBP **doubled the client's email click-through rate**, and they experienced **more than a 30% increase in subscriber growth rates** for their brands

This project was successful due to WBP's turnkey content production. From pen to publication, WBP handled all aspects of production and ensured all content was ready for publication at the click of a button.

WBP's flexibility was an instrumental part of this engagement. It featured a deep bench of subject matter experts and direct lines of communication with the company CEO and project leads. Any adjustments in the content production strategy could be initiated with a single phone call. The client was so pleased with the workflow that they began to model their own processes after WBP's example.

Broadly, WBP helped the client both meet their content production and better define their internal processes. Due to financial complications related to COVID-19, the engagement ended prematurely but not before the client gained valuable insight into how to manage similar content projects in the future.

This is what WBP brings to the table: 100% turnkey content production backed by flexible processes, direct lines of communication with leadership, and insight into production efficiencies that set clients up for success – both today and the in years to come. .

"Need help building excitement for your next project?
Let a dedicated content team position your brand.
Contact us at Words by a Pro to discuss your needs
and we'll help you determine the best way to begin."

CONTACT US