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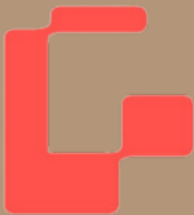
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Generating Interest with an Automated Email Sequence



LUX
MARKETING

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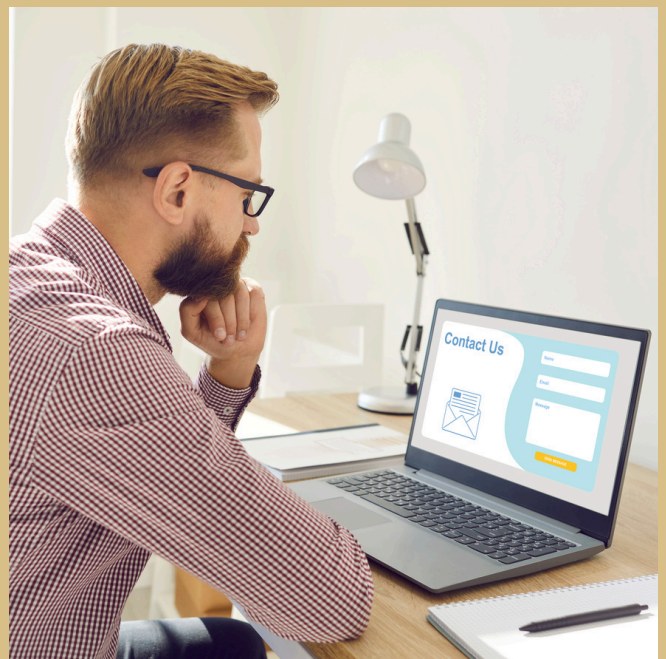
CASE STUDY

OVERVIEW

Our client recently launched a new product and wanted to generate interest among potential customers. To do this, we decided to implement an automated email sequence using Mautic to reach out to a list of prospects and invite them to a zoom demo call.

OBJECTIVE

The goal of the automated email sequence was to generate interest in the product and get responses from prospects for the demo call.

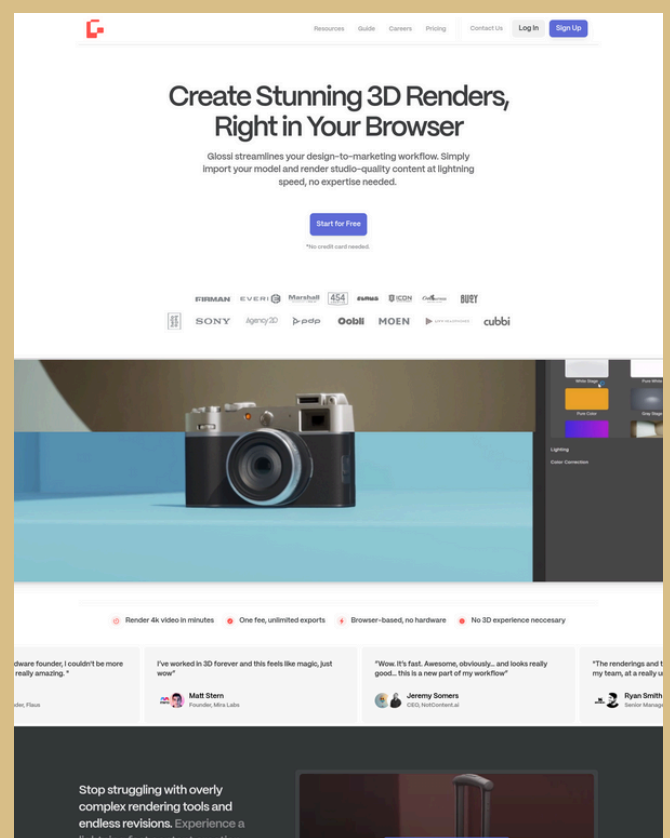


IMPLEMENTATION

STRATEGY

To implement the automated email sequence, we set up Mautic and created a series of emails that would be sent out to prospects over a period of several weeks. The emails provided information about the product and its benefits, and included a call-to-action (CTA) inviting prospects to schedule a demo call.

To personalize the emails, we segmented our list into smaller groups and customized the messaging for each segment. We also included social proof and testimonials to build credibility and encourage prospects to take action.



RESULTS

The automated email sequence was successful in generating interest in the product and getting responses from prospects. We saw a significant increase in traffic to the product page. As a result of the campaign, we were able assist in generating a number of new leads and close several deals.



CONCLUSION

Overall, the automated email sequence was an effective way to generate interest in our new product and drive traffic to the product page. By segmenting the list and personalizing the messaging, we were able to increase the chances of getting a response, and the use of social proof and testimonials helped to build credibility and encourage prospects to take action. This campaign played a key role in the success of our client's product launch.



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