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CASE STUDY
2023

TCSBC is a haircare and skincare brand inspired by Eastern medicine and Cornish Seaweed.

THE CORNISH SEAWEED BATH CO

⊙ OVERVIEW

TCSBC is a haircare and After 6 months of working together, we were able to grow Cornish Seaweed Bath Co's total monthly revenue by 345%, with over 44% of that revenue coming directly from email marketing.

£105,811.27
Total revenue
↗ 2% vs. previous period

⊙ CHALLENGES

- While the company was operating at higher margins than ever, they were unable to grow top-line revenue consistently.

- As a business with less than 10 employees, they didn't have the bandwidth to execute a full-scale email marketing strategy

£354,193.05

Total revenue

📈 14% vs. previous period

£158,120.92

Attributed revenue (44.64% of total)

📈 29% vs. previous period

THE RESULTS

345% — Total Revenue Growth Between March and September

44.6% — Of Total Revenue Directly Attributed to Email Marketing

35% — Growth of Total Email Subscribers

THE SOLUTIONS

-Becoming a Content Machine

-Designs That Convert

By not having to rely on their small team for content, we were able to generate 2/3 unique pieces of email content per week, using SMG's team of copywriters, designers, and strategists

Rather than designing emails purely on aesthetics, our team focuses on creating beautiful emails that drive conversions and boost LTV amongst your core audience

THE BENEFITS

- Email Campaigns Become a Reliable Source of Incremental Revenue

By consistently creating promotional and nonpromotional content for subscribers, TCSBC generates over £100,000 per month JUST from campaigns.

- Retention Revenue Grows as Your Audience Grows

Through establishing behavioral-based email automations, investments in customer acquisition directly translate to retention revenue

- Maximize Customer LTV

In addition to driving first-time conversions, retention marketing builds VIP relationships with existing customers to create lifelong fans.

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