

Campaign overview (all numbers estimated due to no hard data))

- **List size:** 800 people
 - 400 past customers
 - 400 estimates that didn't close
 - **Offer:** 15% off any fall service
 - **Referral incentive:** \$100 gift card for both referrer and referred friend
 - **Goal:** Generate direct bookings + viral-style referrals
Avg open rate: 6% ctr 0.9%
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Performance Projection

Average email marketing stats are as follows: Open rate-6% CTR-0.9

Since these are highly qualified contacts (past customers, locals, have money, etc.) I think it will be safe to increase the projected stats to the following below

1. Email Open Rate

Segment	Open Rate (avg)	Opens
Past customers	45–55%	180–220
Old estimates	30–40%	120–160
Total avg.	~45%	≈ 350 opens

JPC emails should perform slightly higher than average due to localized, trusted branding — especially with personalization and a strong subject line like

“ Fall Special — 15% Off + \$100 Gift Card for You & a Friend!”

2. Click-Through Rate (CTR)

Type	CTR (of opens)	Clicks
Past customers	12–15%	25–35
Old estimates	6–10%	10–15
Total clicks	~10–12% overall	40–50 clicks

These clicks go to the “**Claim Offer**” landing page.

3. Offer Claim Conversion

Clicking suggests interest, again, contacts are highly qualified so response should be high. Let's assume **60%** of people who click actually claim the 15% off offer.

- 50 clicks × 60% = **30 offer claims**

So about **30 people** claim the fall discount.

4. Booking Rate from Offer Claims

Home improvement discounts typically yield a **30–50% booking rate** among people who claim.

Let's assume **40%** book an actual job.

- 30 claims × 40% = **12 bookings**

Average job price (say) = **\$2,500**

- 12 × \$2,500 = **\$30,000 in gross sales**

With a **40% profit margin**, that's **\$12,000 profit** directly from the email.

5. Referral System (Viral Loop)

Now it gets fun.

Of the 30 claimants:

- About **50% (15 people)** will refer at least one friend when offered \$100.
- Each referrer refers an average of **1.5 friends**.

→ $15 \times 1.5 = \sim 22$ new referrals

6. Friend Conversion

Referral emails convert better because of **trust** — typically **2–3× higher CTR and booking rates** than cold leads.

- 22 referred friends receive email
- 70% open (trusted sender)
- 20% claim offer (≈ 4)
- 40% of claimants book (≈ 2)

So the referral wave adds:

- **~2 new bookings** directly
- Plus, **some of those 4 claimants** may refer again (creating a small viral loop)

Assuming a **modest 1.3x viral coefficient**, you might net **~3–4 total bookings from referrals**.

Combined Results Estimate

Metric	Estimate
Total recipients	800
Opens	350

Offer claims	30
Bookings (direct)	12
New referrals	22
Referral bookings	3–4
Total bookings	15–16 total
Gross sales	~\$37,500–\$40,000
Profit (after 40%)	~\$15,000–\$16,000

Optimization Tips

1. **Segment the list:** Send slightly different messages to past customers vs. unconverted leads.
2. **Urgency:** Add a deadline (e.g. “Offer ends Oct 31st”).
3. **Referral automation:** Use my saas.
4. **Follow-up emails:**
 - Day 3: Reminder to claim offer
 - Day 7: Reminder to refer friends
 - Day 14: “Last chance” nudge
5. **Test subject lines:** A/B test something emotional vs. deal-driven:

Your email list is the most powerful marketing resource you have. Don’t blow your wad all at once. Send 25 (or less) at a time. Track analytics and make adjustments based off data and feedback. change subject lines, images, offers, wording, etc.

- “Fall in love with your home again — 15% Off Painting”
- “15% Off Fall Painting + \$100 Gift Card for You & a Friend!”
- etc....

