

SMS Marketing Case Study

30-day free trial

HIGH BREW COFFEE

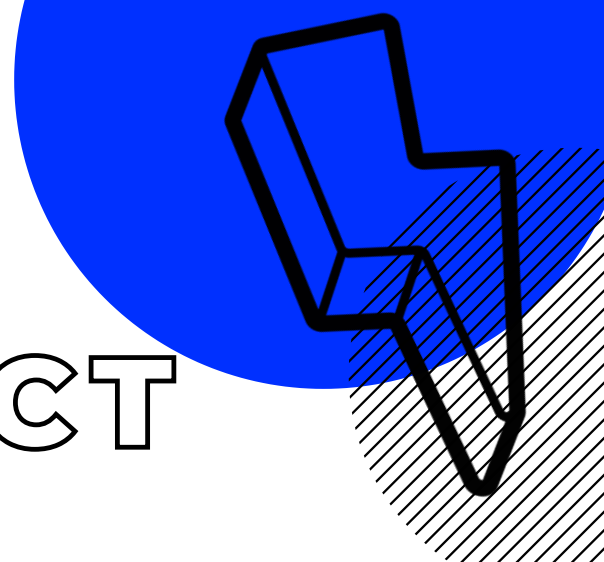



45X

ROI

63%

conversion rate



THE PROJECT

HIGH BREW COFFEE

High Brew Coffee engaged with us for our 30-day managed SMS services free trial in partnership with Postscript. High Brew had never tried utilizing SMS before, but wanted to find a better way to connect with their customers, especially their subscription customers, aside from email.

SMS GROWTH STRATEGY

High Brew was worried about potentially annoying visitors and customers by implementing SMS marketing. We implemented SMS opt-in methods that were extremely explicit and made sure only those who wanted to opt-in, opted in. We also focused the bulk of our efforts on automations & flows that were triggered off of customer behavior and data points. Inherently, these automations and flows are timely and relevant for their recipients.

EXECUTION

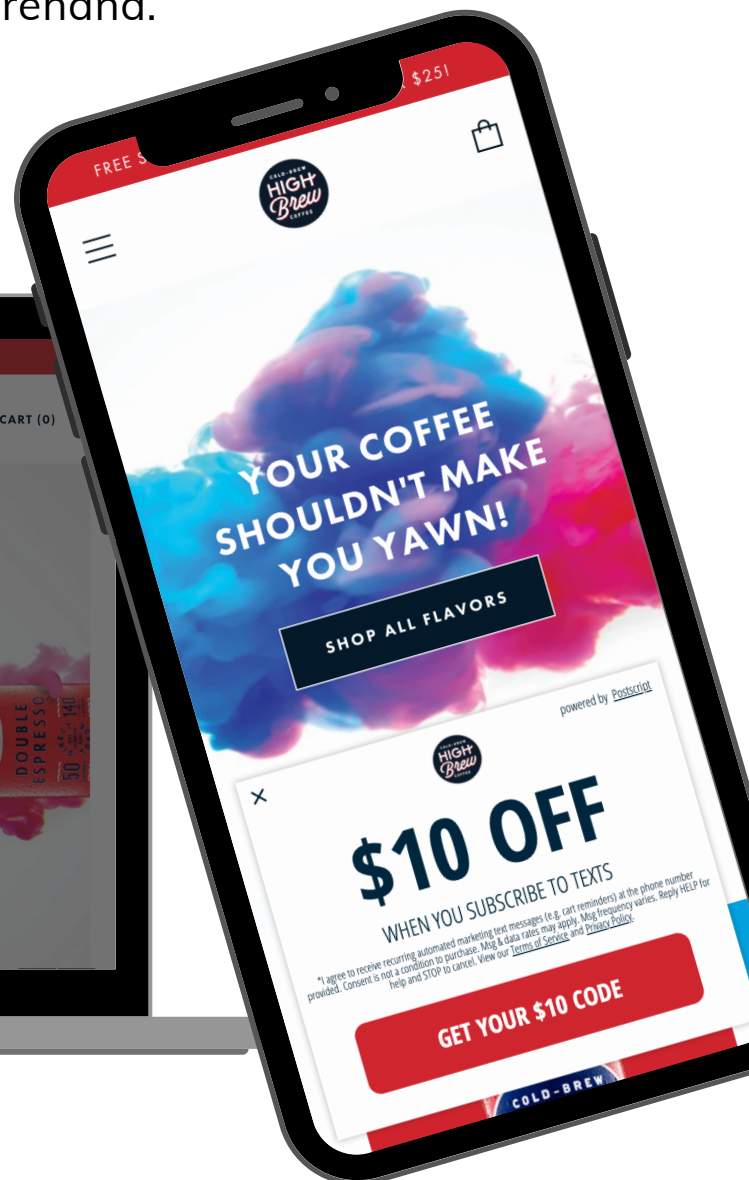
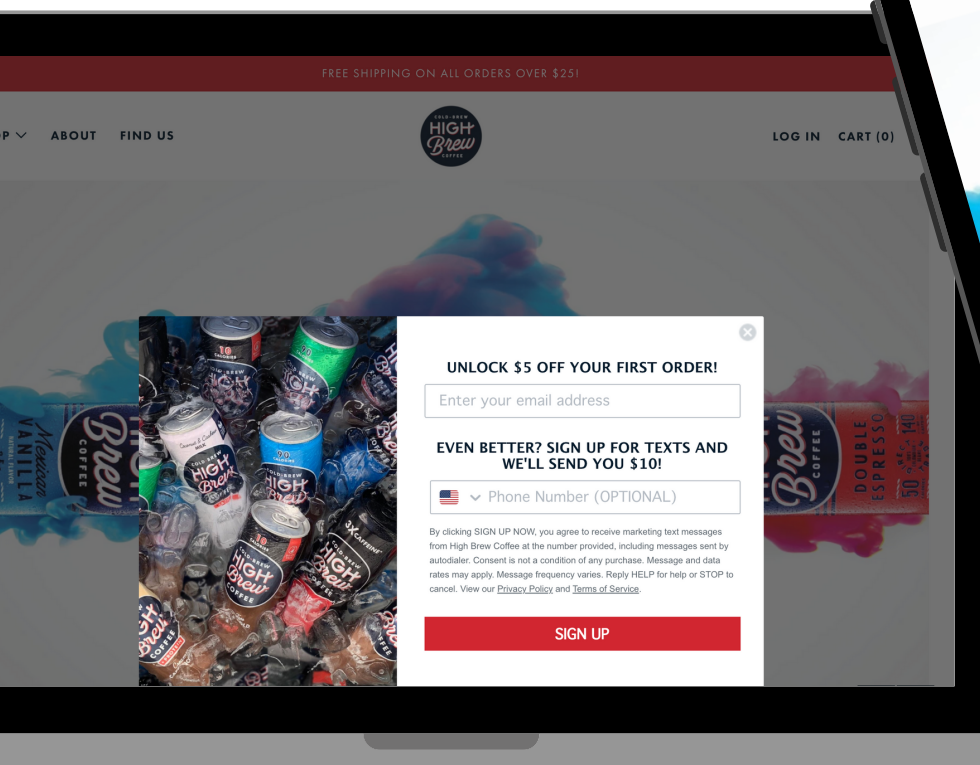
Our SMS marketing deliverables consisted of:

- » SMS Marketing Lifecycle Strategy Deck
- » Lead Capture Opt-in Method Design & Implementation
- » Klaviyo & Okendo integration with Postscript
- » SMS Automation & Flow Set-up
- » Campaign Calendar, Creative & GIF design
- » SMS List Segmentation & Maintenance

SMS MARKETING

List Growth

We implemented a Klaviyo welcome pop-up for desktop that asked for email and phone number (optional) and a Postscript welcome pop-up for mobile that only captured phone number and utilized two-touch opt-in. In addition, we teased the launch of High Brew's new 2021 packaging by dropping it exclusively via SMS and sending a series of emails to their database offering them the chance to opt-in to SMS beforehand.

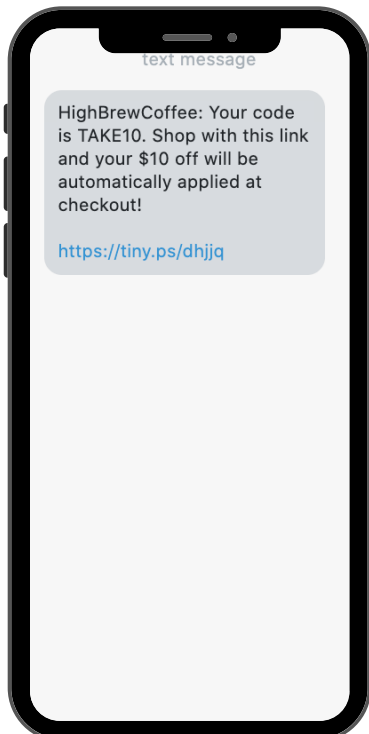


SMS MARKETING

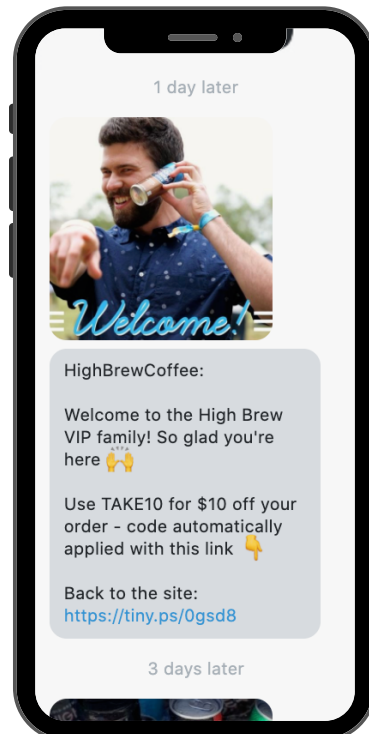
Welcome Series

We set-up a welcome series for subscribers who opted-in on desktop via the Klaviyo integration as well as a series for those who opted-in on mobile via Postscript's native pop-up. Subscribers were removed from this flow after purchasing.

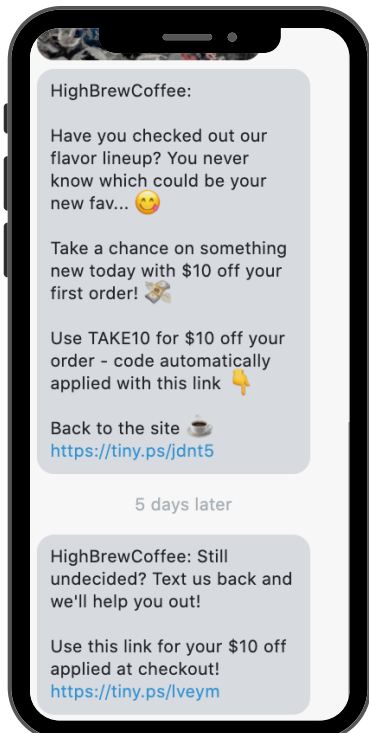
1



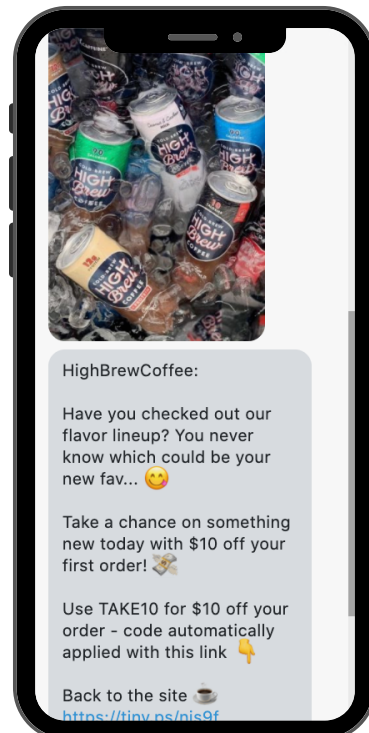
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3



4



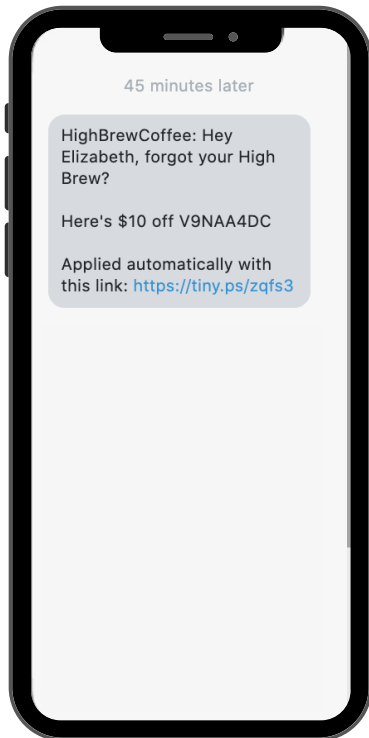
SMS MARKETING

Abandoned Cart

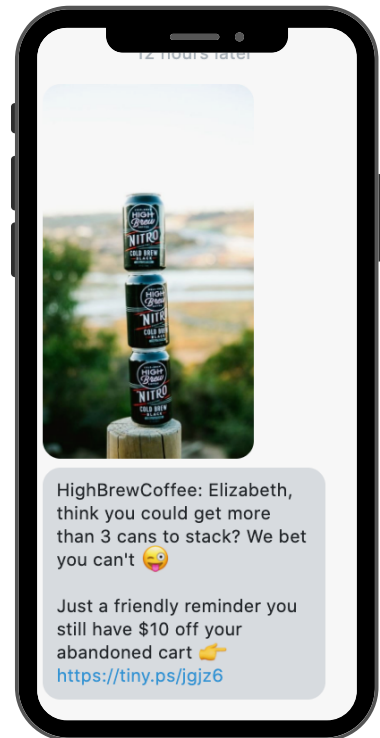
We set up a unique abandoned cart automation for the following 4 different segments: never purchased; purchased before & cart value < 50; purchased before & cart value > 50; cart contains subscription.

Never
Purchased

1

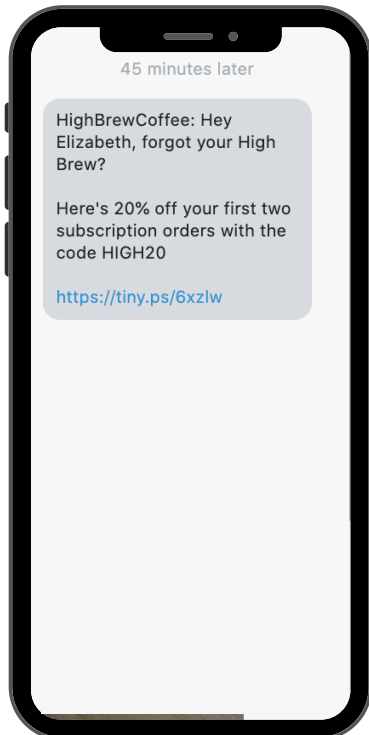


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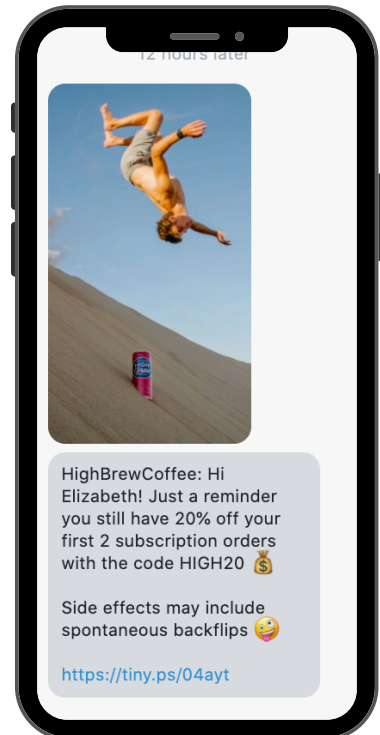


Subscription
Cart

1



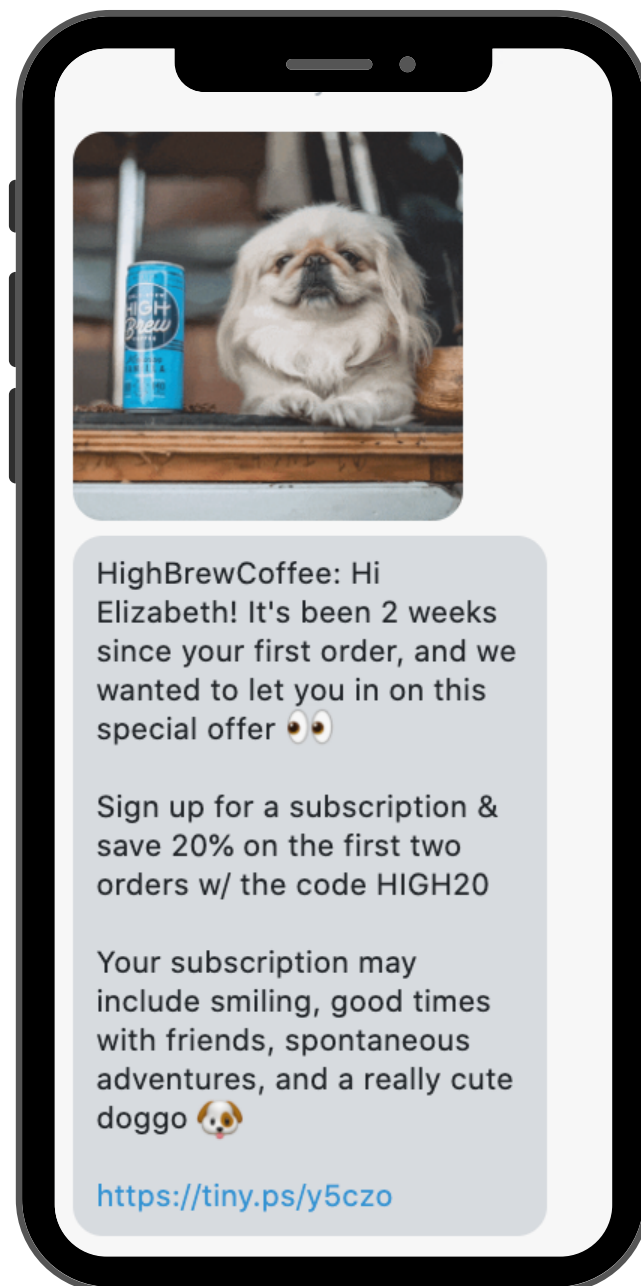
2



SMS MARKETING

Subscription Upsell

Any customer who places their 2nd (or more) order and isn't an active subscription customer receives the following promotional offer. We used a gif creative that cycles through someone smiling with High Brew, a group of friends with High Brew, an adventure with High Brew, and of course a really cute doggo with High Brew!



RESULTS

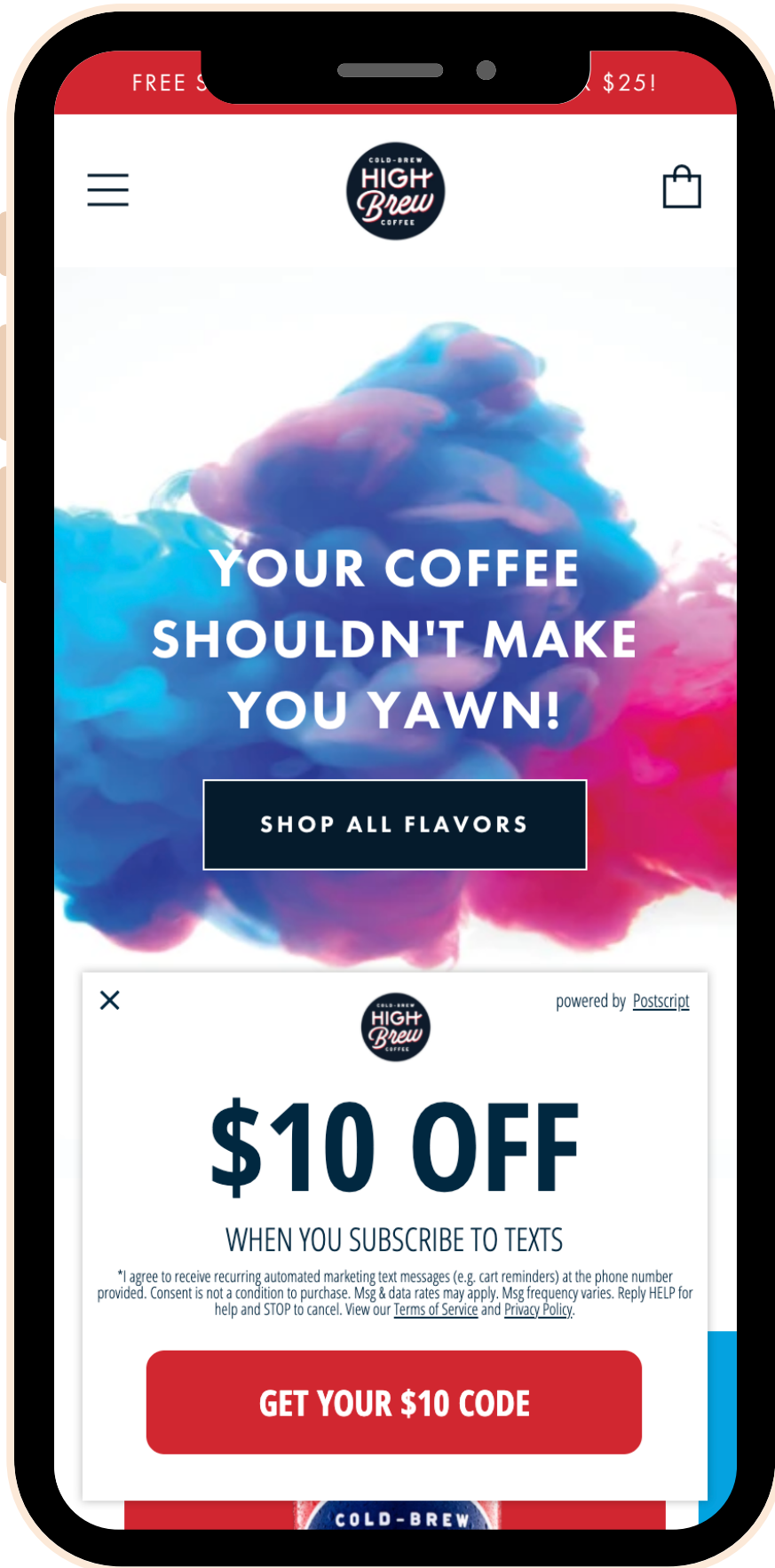
SMS Marketing

63%

welcome series conversion rate

45X

ROI in first 30 days



See for yourself



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LET'S GROW TOGETHER