



Case study

# How **talent** turned ColorIt's email strategy into a winning success



## The client:



ColorIt, a brand loved for its creative and therapeutic coloring books, wanted to connect more meaningfully with its audience while boosting sales. They needed a fresh, engaging approach to email marketing that would keep subscribers excited and coming back for more.

## The problem:

Despite having a growing email list, ColorIt struggled to keep its audience engaged. They knew they needed something different to stand out in a crowded inbox.

## The talent solution:

That's where **talent** stepped in with a simple but powerful idea: the Freebie Friday email series. Every week, we send out a free coloring page straight to our subscribers' inboxes.

Here's how we made it work:



### Market Research

Strategists analyzed market trends and audience behaviors to create a campaign that resonated with the target demographic.



### Engaging Content Creation

Weekly emails featuring free downloadable coloring pages, crafted by skilled content creators, were designed to delight and retain subscribers.



### Optimization

Email marketing specialists fine-tuned every aspect of the campaign to maximize performance, from subject lines to call-to-action buttons.

The "Freebie Friday" initiative focused on consistency, engagement, and providing value, ensuring that subscribers eagerly anticipated each new email.

## The results:

The campaign yielded extraordinary results.

Additionally, the campaign cultivated a loyal customer base that regularly engaged with ColorIt's full product line, enhancing longterm value.



### Click-Through Rates

Doubled the industry average, demonstrating strong subscriber engagement.



### Open Rates

Exceeded 60%, far above industry benchmarks.



### Conversion Rates

Email clicks-to-purchases increased by 30%, significantly boosting ColorIt's revenue.



## Why it worked:

By assembling a dedicated team tailored to the client's needs, **talent by Numi Global** transformed a simple idea into a groundbreaking marketing success. The Freebie Friday campaign exemplifies how strategic planning, creative execution, and expert optimization can deliver exceptional outcomes.

## Partner with **talent**:

At **talent by Numi Global**, we specialize in crafting tailored marketing solutions that drive results. Whether you're looking to enhance email engagement or develop a comprehensive marketing strategy, our team of experts is ready to help you achieve your goals. Talk to us now and let's turn your vision into reality.