



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.