

# Case Study

## Goal

Help a construction-focused software company grow and maintain subscribers using email marketing

## Marketing Strategy

Email Marketing (drip marketing campaigns and email automation)

## Analysis

Phoenix Rising Consulting's drip marketing campaigns and email automation were successful in helping the client grow its overall sales by 130% in just one year. This campaign was based on the following principles:

- **Segmentation:** The subscribers were segmented into different groups based on their interests and purchase history. This allowed Phoenix Rising Consulting to send targeted messages that were relevant to each group.
- **Personalization:** The messages were personalized to each subscriber. This included using their name, company, and interests in the messages.
- **Automation:** The messages were automated so that they were sent out on a schedule. This allowed Phoenix Rising Consulting to save time and resources.

## Conclusion

Phoenix Rising Consulting's case study is a success story that demonstrates the power of email marketing. The results show that drip marketing and email automations can be an effective way to both connect with lapsed subscribers and find new subscribers - regardless of whether you're in the B2B or B2C industry.