

MARKETING AUTOMATION CASE STUDY: Arianrhod Aromatics, Murwillumbah NSW

Well established natural skincare and aromatherapy manufacturer.

TESTIMONIAL: Iamme Mahoney, Owner ~Arianrhod Aromatics~

*"We used to have a group of loyal customers that purchased regularly, but we didn't really know how to engage with them outside of one-to-one communications and we were struggling to convert new customers into loyalists. With TerraMedia's email marketing automation expertise, **our customer database is growing 250% faster**, and not only are we converting more of our new visitors, but we are seeing them purchase over and over again. **These are customers we don't have to try to sell to, everything just happens in the background!**"*

THE CHALLENGE

Arianrhod Aromatics is a well-established business that has been operating for 16 years. Over that time, it has built up consistent online sales and many loyal customers with very little online advertising. However, Iamme, the owner, is thinking about how she can step back from the more intensive work in the business.

Ultimately, Iamme wants to spend less time in the business and more time relaxing. A delicate balance that every business owner wants to achieve, right?

To achieve that balance, she needs to increase the online sales of Arianrhod Aromatics so that there is less need for other sales channels. Ideally, she wants to achieve this with minimal extra input on her side. The more that can be automated, the better!

We decided to start with an area that often has the capacity to generate more sales on autopilot, the email subscriber and past customer databases.

KEY DATA INSIGHTS

We had a close look at the business data and found that Arianrhod Aromatics already had a database of 1600 email subscribers and noted two initial opportunities for growth.

1. **41%** of their email subscribers who had previously purchased did not become repeat customers.
2. **87%** of new subscribers did not take up the new subscriber discount offer.

That's a huge opportunity!

So, what did we do?

THE SOLUTION

We implemented two automatic email sequences.

1. Communicate with lapsed customers who have not made a purchase for 6 months or longer. We wanted to understand why they had not come back to repurchase and encourage them to become repeat customers.
2. Follow-up new subscribers and remind them about the discount offer so they don't forget to use it while also creating a sense of urgency to ensure they don't miss out.

RESULTS

These automated solutions achieved:

- ✓ Customer database growing **250% faster**.
- ✓ **3%** of lapsed customers came back and made another purchase, now generating **7%** of monthly online sales.
- ✓ Re-engaged lapsed customers ordered almost **double the number of products (4.25)** compared to the store average (2.4).
- ✓ **153%** increase in uptake of the new subscriber discount offer, now generating **8.8%** of monthly online sales.
- ✓ Two marketing automation tasks have increased online sales revenue by **18.7%** with almost no ongoing effort required to maintain them.

ABOUT ARIANRHOD AROMATICS

Arianrhod Aromatics specialises in skincare, natural remedies and aromatherapy manufacturing, both under their own brand and custom manufacturing for other brands.

ABOUT TERRAMEDIA

TerraMedia provides SMB organisations access to inbound marketing capabilities usually reserved to the "big end of town". Leveraging marketing automation we leverage your existing data to maximise your organisation's marketing and business success.



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