

\$38,545 From a List of 600 People. In the Off-Season.

A story-driven 7-day email campaign helped Green Island Landscaping launch a holiday lighting installation service to a cold list of 600 existing customers, turning their slowest months into \$38,545 in 5-year contracts. Email only.

CLIENT	CHANNEL	LIST SIZE	CAMPAIGN
Green Island Landscaping	Email Only	600 Subscribers (Cold List)	Holiday 2023
\$38,545 5-Yr Contract Value	\$13,645 Year 1 Revenue	\$6,225 Recurring Revenue/Yr	90% Initial Open Rate
7 Days Campaign Length	5 Years Contract Length	30-40% Sustained Open Rate	\$1,500+ Avg Job Value Yr 1

THE SITUATION

A lawn care business owner wanted to launch a holiday lighting installation service to monetize his off-season. He had a loyal but ice cold customer base of 600 people who hadn't been emailed in months, and no system to market a brand new, high-ticket offer to them. We stepped in and built one.

WHAT WE BUILT

A 7-day story-driven email sequence built around the warmth of the holiday season, not a hard sell. Customers used to paying \$60 a week for lawn care were being introduced to a \$1,500+ installation service with a multi-year commitment. Story warmed up the cold list, created curiosity, and drove inbound calls. The owner closed the deal.

THE RESULT

\$13,645 in first year revenue from a cold list of just 600 people. Every converted customer signed a 5-year contract, adding \$6,225 in annual recurring revenue and pushing total contract value to \$38,545. The off-season became the most profitable stretch of the year.

KEY INSIGHT

The most valuable customers you'll ever find are the ones already paying you. A cold list of 600 people that most marketers would ignore generated \$38,545 in signed contracts. Story did the heavy lifting. List size didn't matter.