

EMAIL STRATEGY

Guessing is for newbies. 😊 Every campaign I run includes systematic subject line testing, audience segmentation, and documented insights that build over time. The more we know about your audience, the more effective your email campaigns become. Here's a peek into some of my systems and results.

Combo	↑	Subject line	Open rate	Click rate
1		4 ways to be smarter with how you plant	66.3% ± 2.8%	
2		Do you have "yard luck"? Most don't.	68.1% ± 2.8%	
✓ 3		The best planting strategy for YOU	68.7% ± 2.8%	2.5% ± 2.1%

Strategic Subject Line Testing

Documented Insights = Compounding Effectiveness

Na	Element Being Tested	Subject Line	Rate	Rate	Opener	Winner Type	Won		
Turf Toxicity	Micro	A	Subject line	"But the plastic in turf is toxic!"	20.26%	1.32%	6.51%	Open Rate Winner	"But" implies mid conv, argument. It's a rebuttal to a known debate. Feels safe but unfinished.
Turf Toxicity	Micro	B	Subject line	Joe says our turf is toxic	18.59%	1.88%	10.10%	Click Rate Winner	Using name "joe" turns the email into a story. People want to know how it played out.
Turf Toxicity	Micro	C	Subject line	Will turf poison my kids?	20.66%	1.23%	5.96%		Too heavy, instills fear.
Steep Side Yard	Micro	A	Subject Line	My side yard is too steep to look nice"	21.81%	2.17%	9.96%	Click Rate Winner	subject line conveys a real problem, so openers are more qualified/likely to click. This may speak to

I'm a bit obsessed with testing and refining.
Deep market awareness IS your edge.


THE WELCOME SEQUENCE


Extremely loyal brand followers come from well done welcome sequences. It's one of your highest leverage opportunities to make people stick to you like glue and open most of your emails. **It's also your best chance to make them unsubscribe and ignore you because your email looked like everyone else's and they didn't even open it.** Let's avoid that.


YAVAPAI'S WELCOME SEQUENCE


Yavapai's Welcome Sequence was built strategically AFTER we learned what their audience wanted to hear about.


Here's what we built, and the results. ZOOOOM IN!


 Contact signs up to [Yavapai Landscaping](#)


 Send email [Turf vs. Sod: Which Is Bett...](#) Sent: 983 Opens: 35.4%


 Send email [Send Welcome Email](#) Sent: 1K Opens: 58.7%

 Send email [Hot Rocks are Out to Kill](#) Sent: 935 Opens: 36.4%

 Send email [Best Plants for Privacy](#) Sent: 1K Opens: 39.7%

 Send email [The Lie you were told abo...](#) Sent: 894 Opens: 36.5%

 Send email [Small Yard Changes](#) Sent: 1K Opens: 42.1%

 Send email [Design Services - \\$100 o...](#) Sent: 841 Opens: 36.6%

Every new Yavapai subscriber is automatically enrolled in this sequence: tagged, timed, and strategically ordered. By the time they receive their first regular campaign, they already know, like, and trust the brand.