codecrew

EMAILING FOR A SUSTAINABLE EARTH

About CodeCrew, Crewnity, and the Giveaway Model



About CodeCrew

CodeCrew is an Email Marketing Agency that was established in 2018 and has since grown into a team of over 40 experts that focus solely on **improving email ROI for some of the biggest brands around**. From household names like Nextdoor or Nomad to exciting startups like Tempest (now Monument) or family shops like Neurogan, we've seen and done it all.

Nextdoor

1,300% ROI
Bringing insane ROI for our clients

20+ Years
Unmatched expertise in the industry

TEMPEST







NOMAD

NEUROGAN

About Crewnity

Crewnity is the arm of CodeCrew that's focusing on harvesting our connections to generate growth for not only past & present clients and leads but also a wide range of some of your favorite brands. Our giveaways put names as big as Zwilling next to exciting start-ups that are looking to generate exponential list growth.



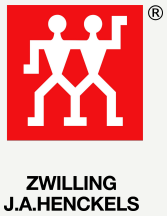


























The Importance of Email List Growth



$36 for every $1 spent. **That's the average ROI in email marketing**.

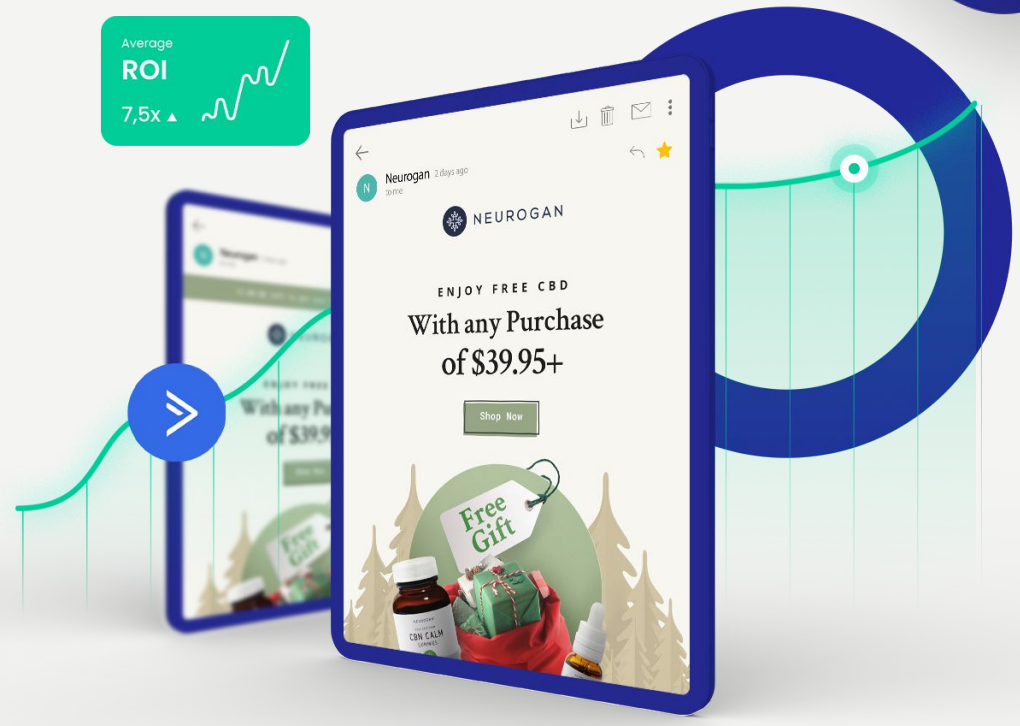
With this kind of return, it only makes sense that you'd want to reach as many potential customers as possible. The stronger and broader your email marketing list is, the better your chances of reaching (and surpassing) your KPIs.

It's simple - investing in email list growth is investing in the growth of your business.

What's our ROI?

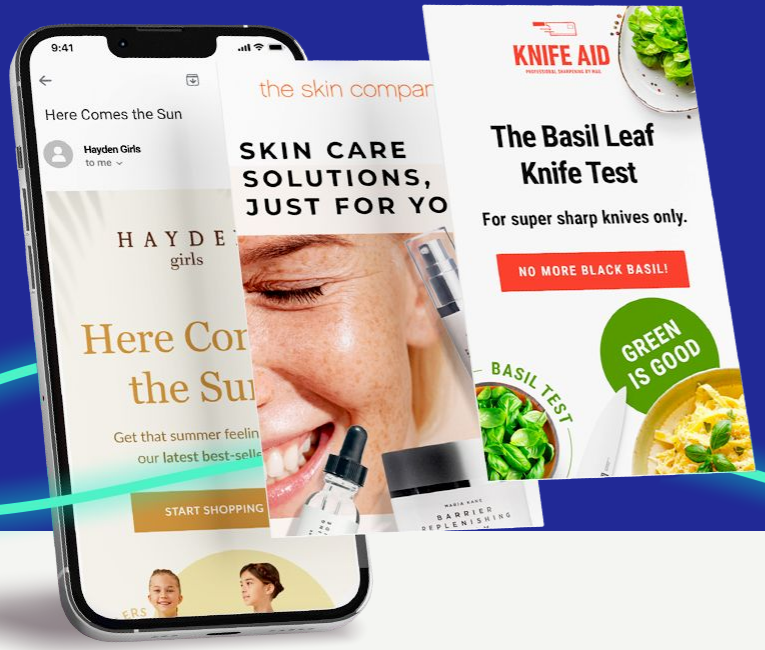
With an average CAC through digital channels being roughly $10, paying $0.35 per contact that we pre-vet* and manually approve is a piece of cake!

How many contacts is one single order buying you? 50? 100? If the answer to this question is anywhere better than 40, you'll make a ridiculous ROI on working with us.



We vet your list via Briteverify, the leading email address verification service. This step greatly increases your list's quality and likelihood of keeping inboxing positive. The benefits of this vetting process are tremendous for your ROI and engagement.

The Importance of Giveaways



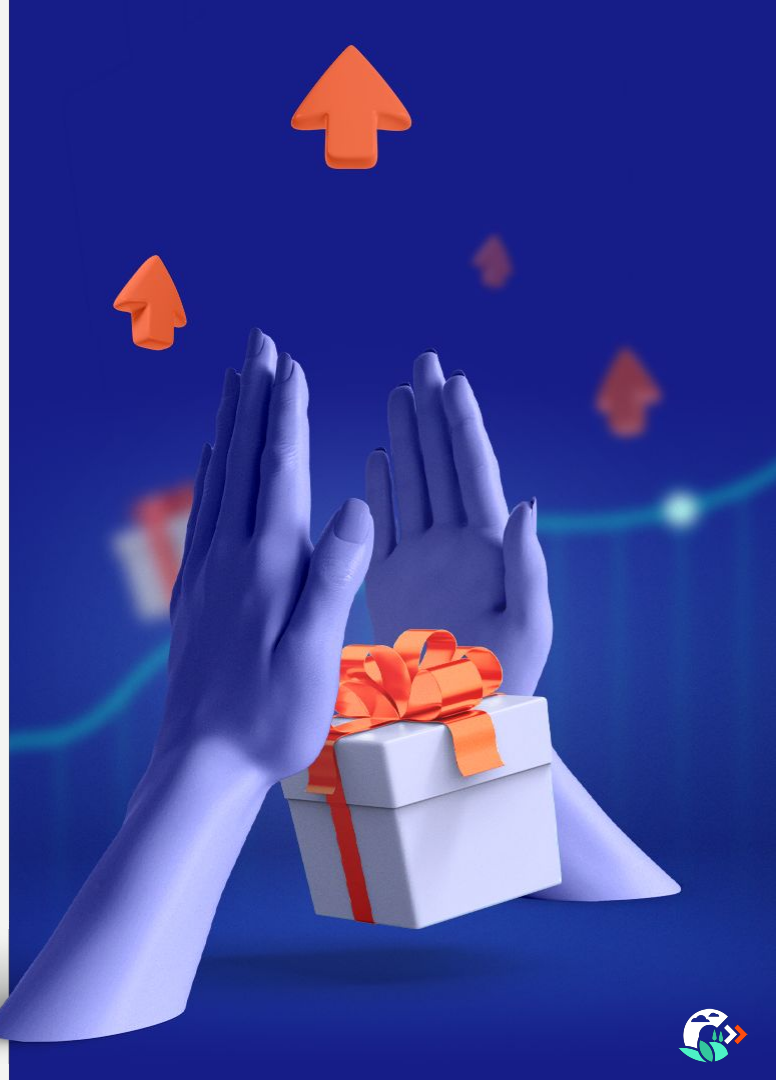
The right kind of giveaway makes your brand memorable and likeable.

Plus, giveaways that connect you to other businesses in similar industries are even better - these give you an 'in' with an audience that's already interested.

Put Them Together and What Do You Get?

Crewnity.

Allowing you to grow your list and create impactful giveaways, all at once.



Why Giveaways Matter

The Numbers

Giveaways are tough to beat, offering a conversion rate of 34%.

What's more, landing pages that include giveaways see a massive 700% increase in email leads.

Plus, 33% of giveaway participants say they're open to receiving information about the brand and partners, and 62% of participants will share the information about the giveaway with a friend.



Some Examples

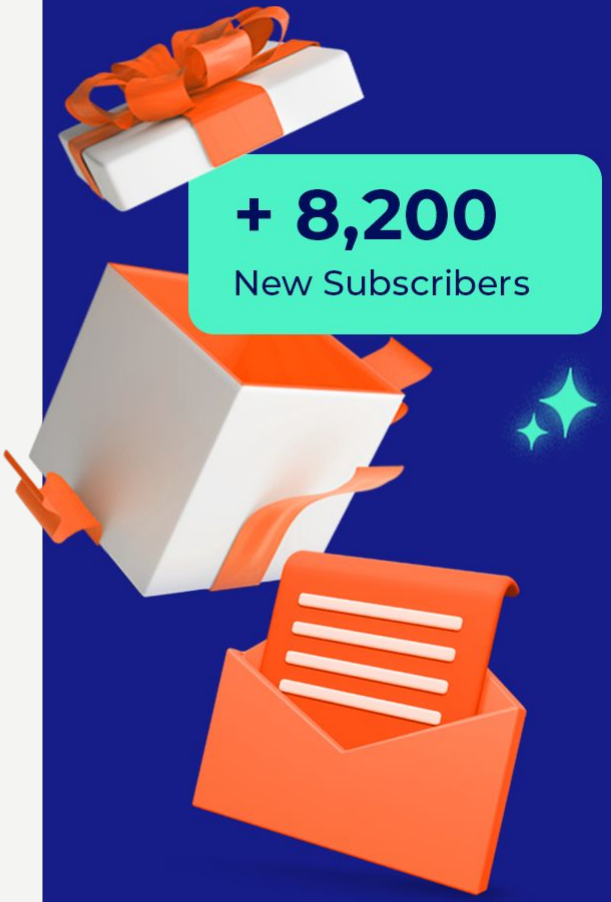
- To accelerate email list growth, fashion brand Faguo created a ‘spin-to-win’ digital campaign, giving recipients the chance to win Faguo sneakers. Through this giveaway alone, **Faguo collected 8,200 new email addresses**.

  Source: https://wisepops.com/blog/giveaway-ideas#case

- Maternity brand Motherhood Maternity ran a contest aimed at expectant moms, giving away a grand prize worth $550, as well as smaller daily prizes.

- In just 31 days, Motherhood Maternity’s competition generated **over 52,000 entries**. What’s more, the average **open rate of emails sent to leads after submission was 82%**.

  Source: https://www.shortstack.com/blog/how-motherhood-maternity-leveraged-an-instant-win-contest-to-collect-52000-leads



Giveaway Opportunity

What does it mean?

How it works:

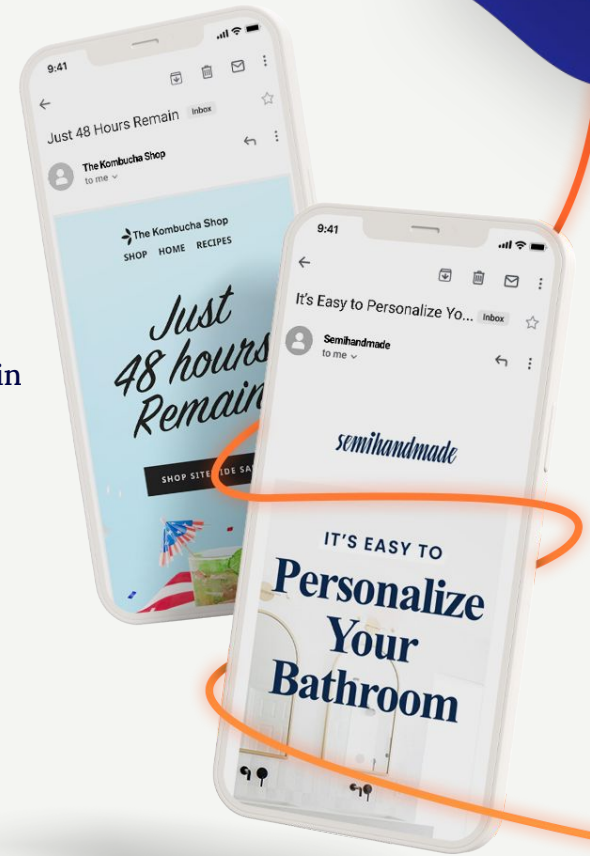
01 Fill in our form and let us know you're interested.

02 Get word from us on when you're selected for a giveaway and who your partners will be.

03 Each participating brand will need to send one email before the launch of the campaign and two to promote the campaign.

04 Once the giveaway is wrapped up, we send you the list of contacts generated.*

05 Your CAC is $0.35 per contact in the list provided.



We run all contacts through Briteverify to ensure that you only get real, bug-free, vetted email addresses.

How to run a
Successful Giveaway

01 Make sure you give away something that's enticing - something that a contact would LOVE to win.

02 Announce your audience about the giveaway and hype it up.

03 Prepare to engage the new list of contacts.

04 Make sure you contact them as soon as the giveaway ends. **Timing is of the essence here**.

05 Send at least 3-5 messages to these contacts but keep a very mindful eye on deliverability.

06 The more targeted your message is for these contacts, the higher the likelihood of converting them and the less risk of getting into deliverability issues.



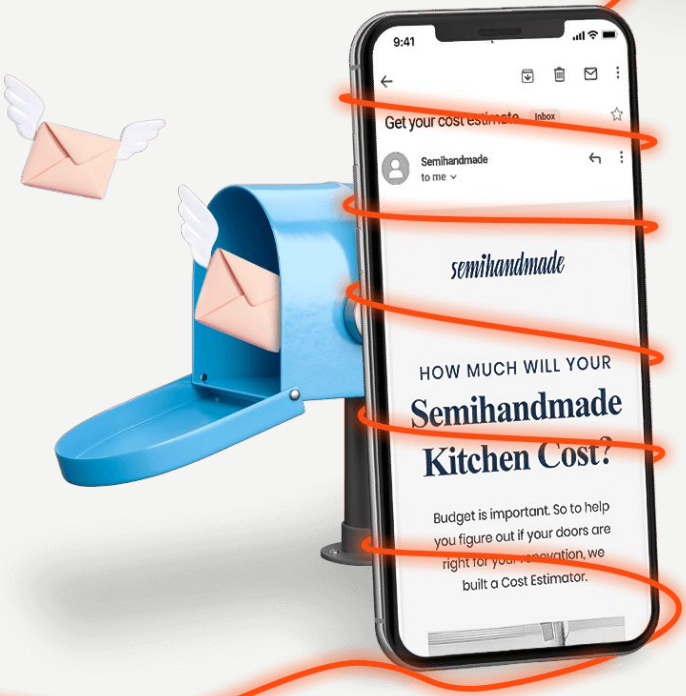
Deliverability & How to best use your new list of contacts for **Maximum Engagement:**

01 There's a technical aspect and a strategic aspect to deliverability. Typically, the technical implementation does not waver; however, ensuring that you provide your contacts with relevant, engaging, and worthwhile info at a cadence which doesn't come across as overwhelming to your audience is key.

02 On the point of engagement, if your Open Rates (with Apple Privacy Opt-ins excluded, more on this below) are in the teens, you should be sending less frequently. You're very likely pounding your contacts into Unsubscribing 🚧

03 Separate Apple Privacy Openers vs non-apple openers, we'll want to make sure OR's are TRUE and above at least 15% to avoid any issues. If you are not separating Apple Privacy Opted-in contacts from the rest of your list, the data that you see is faulty and skewed higher than it actually is.

04 Perform regular list cleaning - we advise removing any contacts who haven't Opened or Clicked an email in the last 6 months every 9 months. If a contact hasn't opened any of the last 10 emails you've sent them, you should suppress them, otherwise you run a very high risk of seeing deliverability issues.



Got questions?

Talk to an expert!

jason@codecrew.us

