

## How we acquired Read Notebooks 2,200 new emails and 1,153 subscribers for a brand relaunch

### Background

Read Notebooks is a social enterprise based in New York City, focused on improving childhood literacy in low-income communities.

They believe that reading sparks curiosity, introduces innovation, and opens opportunity for children.

Read Notebooks sells unique notebooks. For every notebook sold, they donate a storybook to a child in need.



### Challenge

Read Notebooks wanted to relaunch their brand at the end of summer 2015, in preparation for the new school year and holiday period.

As the most successful acquisition channel for ecommerce, email marketing was identified as a critical piece of any marketing strategy. Prior to the relaunch, building out the organization's email list was a priority.

### Solution

Our solution was two-fold:

- 1) Optimize the website for email collection
- 2) Run a social media sweepstakes, with an email address acquired for entry

Using several Shopify plugins we ran multiple tests over the course of a month – each with a different incentive and angle – to see how successfully Read Notebooks could convert website visitors into email subscribers.

With a \$150 budget for ad spend, and prizes including 1 x Amazon Kindle Fire and 3 x notebooks, we ran a two week sweepstakes across Facebook, Twitter, and Instagram.

An email address was required for entry, and a referral incentive built in to increase the viral nature of the campaign.

### **Results**

During the campaigns, 2,220 email addresses were collected, increasing the size of the Read Notebook's email list by 3,503%. 1,153 of these email addresses opted-in to receive ongoing marketing emails from the brand.

As an added bonus, 1,163 Facebook fans were also acquired.

The campaign put Read Notebooks in a strong position to relaunch their brand with a significantly larger audience to onboard, directly engage, and sell their product and story to.