

A Project Report
on
An Email Marketing Plan for an Online Startup
Company

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This report is submitted to the School of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

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on
An Email Marketing Plan for an Online Startup Company

SUBMITTED TO

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Letter of transmittal

August 4, 2025

Dr. Md. Shariful Alam
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Subject: **Submission of the Project Report**

Dear Sir:

The report titled "A Project Report on an Email Marketing Plan for an Online Startup Company" has been sent to you for review. Your guidance has been the most help to me, and I sincerely appreciate it. I wrote this report in accordance with your advice.

The direction and breadth of this report have been greatly influenced by your ongoing advice and helpful criticism. With a special emphasis on the use of email marketing in a startup setting, I have done my best to integrate the theoretical knowledge I have learned throughout the course with the practical elements of developing a digital marketing plan.

I genuinely hope the report lives up to your expectations and gives you a thorough grasp of the suggested marketing strategy. I would appreciate any comments or other recommendations you might have.

Once again, I want to thank you for all your help and guidance with this project.

Sincerely,

Kazi Mahir Hasan Sizan
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Declaration of the student

I, Mahir, acknowledge my personal responsibility as the author of the project report "A Project Report on an Email Marketing Plan for an Online Startup Company." All the data in this report was collected and analyzed prior to being used in the study. All the study's facts are true and relevant. Additionally, no content from another website is directly copied or shared without properly citing the original author.

Acknowledgement

First all, I would want to thank Almighty Allah for giving me the ability and strength to finish all the BBA courses and for enabling me to turn in my report on time. This report is the result of extensive work, collaboration, and thoughtful effort from multiple individuals. It would not have been possible without their continued guidance, support, and contributions throughout the process.

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List of Abbreviation

BBA	Bachelor of Business Administration
E-mail	Electronic Mail
HTML	HyperText Markup Language
KPI	Key Performance Indicator
CTA	Call to Action
CTR	The Click-Through Rate
CRM	Customer Relationship Management
GDPR	General Data Protection Regulation
DTC	Direct-to-Consumer

Executive Summary

This report, “A Project Report on an Email Marketing Strategy for an Online Startup Company,” explores the increasing significance of email marketing for startups functioning in the current competitive digital environment. It emphasizes how email marketing acts as a strong and affordable method to enhance consumer interaction, create leads, and cultivate brand loyalty.

Key topics examined encompass strategic campaign components—such as subject lines, content layout, and calls to action—along with the effects of personalization, segmentation, and automation platforms like Mailchimp, HubSpot, and Klaviyo. The report additionally assesses performance indicators like open rates, click-through rates, and conversions to measure total effectiveness.

A case study on Yeppoonie Smoothie demonstrates practical application, highlighting the use of Klaviyo for automated flows, strategies for list building, A/B testing, and branding design. The report highlights email marketing as a significant factor in Yeppoonie’s customer engagement and sales increase, while also recognizing typical challenges like restricted startup funding, data privacy laws, and competition in inboxes.

The report wraps up with practical suggestions, such as diversifying suppliers, scalable investments, localized content, loyalty programs, and boosting user-generated content—highlighting the enduring importance of a data-driven, ethically responsible email marketing approach for startup growth and sustainability.

Chapter- I: INTRODUCTION

1.1: INTRODUCTION

In today's digital world, startups must contend with intense competition and limited resources. Email marketing has emerged as one of the most cost-effective and successful marketing tactics, especially for companies that conduct business online. It allows entrepreneurs to engage directly with both existing and new customers, build brand loyalty, and create leads at a lower cost than traditional advertising.

1.2: BACKGROUND OF THE STUDY

Online startups usually have tight marketing expenditures and little brand recognition. Email marketing offers scalable and measurable outreach methods that help develop leads and convert them into loyal customers, such as newsletters, promotions, and automated programs. The study focuses on how an internet firm can boost its development and awareness with a well-planned email marketing approach.

The rise of digital commerce has made email marketing one of the most effective strategies for bringing in and retaining clients. Startups, particularly those operating online, face challenges such limited funding, low brand recognition, and the requirement to expand their customer base quickly. Email marketing is a scalable approach that allows firms to:

- Customize and segment emails based on user behavior to reach a certain audience.
- Communicate your brand's values and offers frequently to build brand credibility.
- Use automated email sequences to lead consumers through the sales funnel and boost conversions.
- Track conversions, click-through rates (CTR), and open rates to evaluate the effectiveness of your campaigns.

1.3: OBJECTIVES OF THE STUDY

The primary objectives of the study are as follows:

- To assess how email marketing aids in bringing in and retaining clients for startups.
- To ascertain the most effective techniques for crafting successful email campaigns (subject lines, content, CTAs).
- Must investigate segmentation and personalization strategies to boost engagement.
- To evaluate crucial performance metrics for optimization, including CTR, open rates, and conversion rates.
- To assess automation technologies like Mailchimp, HubSpot, and Klaviyo that are suitable for companies.
- To evaluate the effectiveness of email marketing in building client relationships.
- To identify the key components of a successful email marketing strategy for startups.
- To understand how email segmentation and personalization affect customer response rates.
- Should look at tools and systems suitable for managing email campaigns for startups.
- To offer best practices for creating email content and subject lines that effectively convert.

1.4: LIMITATIONS OF THE STUDY

This study identifies certain limitations of email marketing despite its many benefits:

- Financial constraints: Startups may not have the funds to buy pricey email marketing products.
- Data privacy regulations (GDPR, CAN-SPAM Act): Outreach strategies may be limited, despite the importance of compliance.
- Deliverability issues: Emails may wind up in spam folders if best practices are not followed.

- **Inbox competition:** In a packed inbox, it might be challenging to stand out.
- **Sample Size:** Due to budget constraints, the study may only make use of a limited number of email marketing tools or case studies.
- **Data Access:** It can be difficult to obtain unique campaign data from startups.
- **Generalization:** Findings may not be applicable to all types of internet companies, especially those operating in distinct industries.
- **Technological Developments:** Because email marketing strategies and tools are always evolving, certain findings may become out of date over time.

1.5: DEFINITION OF KEY TERMS

For the sake of clarity, the following key words are defined:

- **Email Marketing:** Email marketing is the practice of sending customized emails to customers and prospects to exchange information, advertise goods, or generate leads.
- **Startup Company:** A newly established business that is typically just getting started and usually places a high priority on scalability and innovation.
- **Open Rate:** The percentage of receivers who open an email is known as the open rate, and it signifies initial interaction.
- **CTR:** The Click-Through Rate (CTR), or the percentage of receivers who click on links in emails, is a measure of how effective interaction is.
- **Conversion Rate:** The conversion rate is the percentage of email recipients that complete a desired action (such signing up or making a purchase).
- **Segmentation:** The technique of dividing an email list into smaller groups based on traits, routines, or preferences for customized mailings is known as segmentation.
- **Automation:** Automation is the technique of employing software to deliver triggered emails—like welcome emails or cart abandonment reminders—automatically and without requiring human involvement.
- **A/B Testing:** A/B testing compares two email versions to determine which one generates more engagement or conversion rates.

Chapter- II: METHODOLOGY

2.1: DESIGN OF REPORT

A combination of qualitative and quantitative methodologies was employed in a mixed-method approach:

- Qualitative: Using surveys and interviews to learn about consumer behavior, expectations, and preferred email content.
- Quantitative: To assess the effectiveness of emails by utilizing important data like conversion, click-through, and open rates.

2.2: DEFINITION OF TARGET AUDIENCE

It was essential to determine who the emails should be sent to:

- Age range: 18–45, tech-savvy, city dweller, regular internet buyer.
- Psychographics: Attracted to entrepreneurship, innovation, and digital goods and services.
- Early adopters and leads from organic traffic sources were used to construct customer personas.

2.3 METHODS OF DATA COLLECTION

- Primary Data Online Surveys: Disseminated via startup forums and social media to learn about content expectations and email preferences.
- Customer interviews: Performed with early adopters and subscribers to learn more about the kinds of emails that affect their interaction.
- Case Studies for Secondary Data: Examined effective email campaigns for startups (such as Canva, Dropbox, and Airbnb).
- Industry Reports: Information on trends and benchmarks in email marketing from sources such as HubSpot, Mailchimp, and Campaign Monitor.

2.4 USE OF EMAIL MARKETING TOOLS

The following criteria were used to choose inexpensive and user-friendly tools:

- Automated Workflows and Triggers: This feature allows marketers to set up sequences of emails that are sent automatically based on specific user actions or events.
- MailerLite: Used to track engagement and test A/B subject lines.
- Google Forms: For surveys conducted before to a campaign.
- Google Sheets + Zapier: To store subscriber information and integrate sign-up forms.

2.5 THE DEVELOPMENT PROCEDURE FOR EMAIL CAMPAIGN

- Method for Creating Lists made lead magnets, such as the "Free Startup Toolkit." included sign-up forms into landing pages and the website. used referral bonuses and social media calls to action to expand the list.
- Partitioning: The list was divided into three categories: inactive users, active customers, and new leads.
- Three-part Welcome Series: Overview, brand narrative, and salient features. Weekly newsletter featuring community tales, blogs, and startup updates. Promotional emails: Deals, sales, and new product introductions.
- Strategy for Content: brief, mobile-friendly content. customization using names and triggers based on behavior. A compelling CTA that emphasizes value or urgency.

2.6 CAMPAIGN TESTING A/B AND ITERATION

Subject lines, email formats, and sending times were all tested.

- Test Group Size: Ten percent of the complete list was used to test each change.
- Performance Metrics: The versions that perform the best are passed on to the others.

2.7 PERFORMANCE ANALYSIS AND KPIs

The campaign's effectiveness was measured through:

KPI	Purpose
Open Rate	Determine the efficacy of the subject line
Click-Through Rate	Analyze content/call-to-action engagement
Conversion Rate	Monitor the conversion of leads or sales.
Bounce Rate	Determine the deliverability and quality problems with the list.
Unsubscribe Rate	Keep an eye on audience fit and content relevancy.
List Growth Rate	Assess the success of list-building

2.8 METHODOLOGY LIMITATIONS

- **Sample Size:** Results may not be generalizable due to the small subscriber list characteristic of early-stage firms.
- **Tool Limitations:** Automation and thorough segmentation were not possible with free versions of the tools.
- **Time Restrictions:** Because the campaign evaluation period was just one month long, long-term insights might not have been included.

2.9 MAJOR ETHICAL ASPECTS

- **Consent from Users:** Every subscriber gave permission to receive emails.
- **Data privacy:** Personal information, including email addresses, was safely saved and used solely for the purposes specified.
- **Opt-Out Option:** A simple unsubscribe link was given in every email.

Chapter- III: REVIEW OF THE LITERATURE

3.1 EMAIL MARKETING PRESENT SITUATION ANALYSIS

STRENGTH:

- Cost-effective: Email marketing is one of the most cost-effective strategies, which is essential for companies with limited capital. Startups can speak with both existing and prospective customers directly.
- Measurable results: Programs such as Mailchimp, Moosend, and Brevo (previously Sendinblue) offer metrics such as open rates, click-through rates, and conversions.
- Possibility of personalization: Allows for segmentation and customized messages to increase their relevance.

WEAKNESS:

- Spam risks: When poorly designed emails are flagged as spam, deliverability may suffer.
- Startups may find it challenging to grow their email list quickly because list building requires time.
- Skills in design and content are required: Emails that are compelling often require expertise in design and copywriting.
- Low engagement and unsubscribes: Unsubscribes or negative feedback may arise from sending too numerous or generic emails.

OPPORTUNITY:

- Automation tools: Automation is made possible by inexpensive tools like welcome emails and drip programs.
- A/B testing: It improves subject lines, CTAs, and designs based on data.
- Customer retention: Emails facilitate client nurture and upselling.
- Education and narrative: Brands may effectively communicate their identity and brand journey to consumers through emails.

THREAT:

- Because users receive so many emails each day, it can be challenging to stand out in the crowded inbox.
- Privacy rules: Laws like CAN-SPAM and GDPR limit the use of email and must be strictly adhered to.
- Algorithm modifications: Email client filters and promotions tabs may reduce the visibility of content.
- Customer skepticism: Users may be cautious of emails due to phishing and scams.

3.2 EMAIL RECIPIENTS' ATTENTION FLOW

This examines the typical interactions that email recipients have with them:

- The subject line (first two to three seconds) is the most crucial component in getting an open. Curiosity and personalization are what motivate clicks.
- The second-layer text preview reinforces the subject line and conveys the importance of the content.
- A strong header and opening line (the first few seconds after opening) are essential for maintaining interest.
- The text's body should be clear, concise, and easy to read.
- Call-to-action (CTA): Must be unambiguous, convincing, and easy to understand.
- Design/Layout: Layouts that are both aesthetically pleasing and responsive boost user engagement.

Best Practices:

- In the first three seconds, grab the reader's attention with the subject line and preheader.
- Use scanned-friendly content, such as bullet points and short paragraphs.
- Above the fold should be a call to action that is obvious without having to scroll.

3.3 EMAIL MARKETING TACTICS

- Segmentation: Engagement levels increase when users are targeted based on their demographics, previous purchases, or behavior.
- Personalization: Using names, product recommendations, or specially written content increases open and click-through rates.
- Automated emails include welcome sequences, re-engagement emails, abandoned cart emails, and follow-up emails following a purchase.
- A/B testing enhances subject lines, CTAs, images, and send timings.
- Scheduling and Frequency Control: Consistent but discrete email timing is essential for establishing trust.

3.4 RECIPIENTS' RESPONSES (Positive and Negative)

1. How can an online company use email marketing to draw in and retain clients at a fair price?

Positive: Low-cost solutions enable startups to communicate at scale with thousands of people. Tailored onboarding procedures, informative newsletters, and targeted offers can all lead to a high return on investment.

Negative: Content that is inappropriate or poorly targeted may result in unsubscribes or damage a brand's reputation.

2. Which email marketing types—welcome series, promotions, and newsletters—get the highest response?

Positive: Welcome series often have the highest open and click rates because they promote new interaction. Promotions drive conversions. Newsletters sustain interest over time.

Negative: Overuse of marketing can lead to email fatigue. Ineffective newsletters may be ignored.

3. What impact does customization have on open rates and email conversion?

Positive: More engagement results from personalized subject lines and content. Personalized emails can boost open rates by more than 20%, according to studies.

Negative: Excessive personalization that lacks true value may come across as spooky or manipulative.

For companies with little funds, which email marketing tools are most effective?

Positive: Free or low-cost technologies like Mailchimp (free tier), MailerLite, and Brevo offer automation and analytics for entrepreneurs on a limited budget.

Negative: The restricted capability of free plans may limit the sophistication of campaigns.

4. How can email marketing help a new business get and keep clients?

Positive: By giving leads useful material (inspiring, informative, or commercial), email builds long-term trust.

Negative: Ineffective marketing strategies (such as spammy content or excessive email correspondence) may drive away potential customers.

5. Which email campaign types are most effective for startups?

Positive: Early-stage growth is fueled by customer reviews, product updates, welcome emails, onboarding tutorials, and instructional materials.

Negative: Unfocused or haphazard emails with unclear calls to action typically don't do well.

6. How can start-up companies build and grow an email list of subscribers?

Positive: Lead magnets (ebooks, discounts, and free tools), gated content, sign-up popups, and social media marketing are all effective list-building techniques.

Negative: Purchasing email lists may lead to low engagement, spam complaints, and legal problems.

7. Which KPIs should new companies monitor to determine the effectiveness of their email campaigns?

Positive: Strategies are improved by open rate, click-through rate (CTR), bounce rate, unsubscribe rate, and conversion rate.

Negative: Performance evaluation may be skewed if vanity metrics—such as open rates alone—are overemphasized without being connected to conversions or return on investment.

3.5 CHALLENGES AND SOLUTIONS IN EMAIL MARKETING

Challenges	Solutions
Low rates of clicks and opens	Employ segmentation, improved topic lines, and A/B testing.
Problems with deliverability	Use verified domains, stay away from spam, and practice list hygiene.
Issues with list growth	Use exit-intent popups, distribute gifts, and offer lead magnets.
High rates of unsubscribing	Reduce frequency, re-engage dormant subscribers, and send more pertinent information.
Tired from content	Provide genuine value by varying the email types (visual, instructional, and user stories).
Rare resources	Focus on high-impact emails, automate where you can, and use inexpensive technologies.

Chapter- IV: A CASE STUDY COMPANY: YEPPOONIE SMOOTHIE

4.1 BUSINESS INTRODUCTION

- **BUSINESS MODEL INTRODUCTION:** Yeppoonie Smoothie works primarily on a direct-to-consumer (DTC) sales model, with internet sales accounting for 90% of its revenue. Additionally, the business wholesales to nearby cafes and merchants. Its marketing approach makes use of email marketing, Google Ads, and social media sites like Facebook and Instagram. Yeppoonie Smoothie is dedicated to community involvement outside of its business endeavors, supporting organizations like the Indigenous Literacy Foundation and the Quoin Island Turtle Rehabilitation Centre.



Figure 1 Yeppoonie Smoothie

- **BUSINESS ENVIRONMENTAL ANALYSIS:** Yeppoonie Smoothie's internal environment is distinguished by significant strengths, such as a unique product formulation high in fiber and natural ingredients, a compelling founder story that resonates deeply with customers because of a personal health journey, and high customer satisfaction as evidenced by over a thousand positive reviews. The brand's shortcomings, however, are a result of its quick expansion, which has made it difficult to scale logistics and manufacturing and resulted in a reliance on a small number of suppliers for ingredients. Opportunities abound in the external environment, including the rising demand for natural and plant-based health products worldwide, possible entry into foreign markets like the USA and UK, and rising consumer health consciousness in the wake of the epidemic.

4.2 EMAIL MARKETING PLAN

Yeppoonie Smoothie offers a lot of good email marketing strategies. Automated Email Flows (Klaviyo Strategy): The Core of Engagement is one of them.

Flow	Type	Status	Last updated	Revenue	Revenue per rec...
Customer Winback - Habit	📧	🟢 Live	Mar 18, 2024, 3:30 A M	A\$0.00	A\$0.00
Welcome Flow	📧	🟢 Live	Jun 13, 2024, 7:41 P M	A\$0.00	A\$0.00
GD Abandoned Cart Flow	📧	🟢 Live	May 1, 3:10 PM	A\$0.00	A\$0.00
GD Abandoned Checkout	📧	🟢 Live	May 1, 3:04 PM	A\$0.00	A\$0.00
Habit Browse Abandonment	📧	🟢 Live	Mar 18, 2024, 3:05 A M	A\$0.00	A\$0.00
Habit Customer Thank You New vs Returning	📧	🟢 Live	Today at 12:17 AM	A\$219.78	A\$0.71
Habit Expected Date of Next Order	📧	🟢 Live	Mar 18, 2024, 3:09 A M	A\$541.44	A\$2.79
Site Abandonment - Habit	📧	🟢 Live	Mar 18, 2024, 3:05 A M	A\$154.40	A\$5.32
Welcome Series Habit	📧	🟢 Live	Apr 8, 3:37 PM	A\$390.96	A\$3.65

Figure 2 Screenshot of Email flows of Yeppoonie Smoothie by Klaviyo

The snapshot presented shows Yeppoonie Smoothie's Klaviyo account's "Flows" section, which provides a thorough rundown of their automated email marketing campaigns. This interface is essential to Yeppoonie Smoothie's use of tailored email sequences to engage consumers, nurture leads, and increase sales. Through the usage of Klaviyo, Yeppoonie Smoothie's email marketing strategy is executed strategically to guarantee maximum engagement and conversion, with a clear focus on the customer journey.

4.2.1 DESIGN

The design phase for Yeppoonie Smoothie's email advertising is strongly based in their brand identity.

- Visual Aesthetics: In keeping with their natural health goods, emails have simple, basic layouts that emphasize readability and a feeling of freshness. The brand's dedication to using natural, Australian-sourced ingredients is graphically reinforced by the extensive use of high-quality product and ingredient photos.

- **Content Strategy:** In addition to marketing messaging, the design includes informative articles about health issues, helpful product usage advice, and real client endorsements. The goals of this content strategy are to establish Yeppoonie Smoothie as a reliable source for health and wellbeing, offer value, and foster trust.
- **Tone of Voice:** Founder Jacinta Plazzer's approachable and personal attitude to health is reflected in the copy's friendly and educational tone. Emails feel less like marketing and more like useful communication because to this consistent tone, which also helps to create a relevant and trustworthy company image.

4.2.2 BUILD

Yeppoonie Smoothie's email list is constantly being built through a variety of channels, guaranteeing a consistent flow of interested subscribers.

- **Website Sign-ups:** The main strategy is to have obvious calls to action on the website that entice users to sign up for updates and exclusive deals. For interested prospects, this is frequently their initial point of contact.
- **Integration with social media:** Yeppoonie Smoothie actively encourages people to sign up for their newsletters on all their social media channels, especially Facebook and Instagram. This helps them expand their email list by utilizing their current social following.
- **Customer Purchases:** The automatic gathering of email addresses for current clients at the point of sale is an essential element. This promotes loyalty and repeat business by enabling smooth registration into post-purchase channels and continuous engagement. The procedure is made easier by using Klaviyo's connectivity with their e-commerce platform.

4.2.3 TEST

Yeppoonie Smoothie uses rigorous testing and a data-driven strategy to optimize their email advertising.

- **A/B testing:** To find out what appeals to their audience the most, they frequently test out various email components. This entails experimenting with different subject lines to increase open rates, short versus long copy, image-heavy versus text-heavy content formats to increase engagement, and different call-to-action (CTA) button variations to increase click-through rates.

- **Segmented Campaigns:** Customizing emails according to consumer behavior is a crucial tactic. For example, the Klaviyo flows (such as "Customer Thank You New vs. Returning," "Browse Abandonment," and "Abandoned Cart") demonstrate how they divide up their audience into groups according to their past purchases, browsing habits, or degree of interaction to provide highly relevant and customized content. This guarantees that the appropriate message is delivered to the appropriate individual at the appropriate moment.

4.2.4 TRACK

Key performance indicators (KPIs) are used to carefully track how well Yeppoonie Smoothie's email marketing is working.

- **Open Rates:** This indicator is closely monitored to determine how much initial attention their subject lines and sender reputation elicit.
- **CTRs, or click-through rates,** are used to gauge how interesting the email content is and how well the calls to action persuade the receiver to go to the sender's website or perform a certain activity.
- **Conversion rates** are an important KPI that measures the proportion of receivers who, after interacting with an email, carry out a desired action—most crucially, making a purchase. By clearly displaying "Conversion metric: Placed Order," the Klaviyo screenshot demonstrates their emphasis on sales conversions.
- **Revenue Contribution:** They provide a visible financial return on their investment in email marketing by tracking the direct revenue generated by each email flow, as shown on the Klaviyo dashboard. They can determine which automated sequences are the most profitable thanks to this detailed tracking.

4.2.5 REPORT

Yeppoonie Smoothie's cycle of continuous improvement for email marketing depends heavily on regular reporting.

- **Performance Analysis:** To assess the overall effectiveness of their email campaigns and specific flows, they regularly examine the tracked KPIs (open rates, CTRs, conversion rates, and income). This study aids in pinpointing

areas that need improvement or a total makeover as well as effective tactics that may be duplicated.

- **Integration of Customer Feedback:** Future campaign planning considers information obtained from direct customer responses, unsubscribe reasons, and observed email behavior trends. By doing this, they can make sure that their email strategy stays in line with the tastes and problems of their customers. Strategic choices about content, targeting, and flow optimization are guided by the reporting process.

4.3 RESULTS AND DISCUSSION

Yeppoonie Smoothie's well-executed email marketing plan, powered by Klaviyo, has yielded significant positive outcomes for the business.

4.3.1 EMAIL MARKETING OUTCOMES

- **Sales Impact:** Yeppoonie Smoothie's email campaigns are a sales engine, accounting for roughly half of purchases on the days they are sent. This establishes their email marketing as a key source of income and emphasizes the immediate and significant financial impact of their efforts.
- **Interaction with Customers:** Strong interest and engagement from their subscriber base is indicated by the high open and click-through rates attained. This implies that their segmentation techniques are successful in sending tailored messages, their content is pertinent, and their subject lines are captivating. Without a doubt, Klaviyo's automated flows are essential to this ongoing interaction.

4.3.2 OVERALL BUSINESS PERFORMANCE

- **Growth Trajectory:** Their quick expansion has been spurred by the effectiveness of their marketing, especially email, which has made it necessary to shift to a larger commercial location and outsource manufacture to fulfill the growing demand. This suggests successful growth tactics and a good product-market fit.
- **Market Expansion:** They have successfully entered foreign markets, particularly the USA and UK, thanks to their strategic strategy. This growth makes use of Australia's solid reputation for producing wholesome food items, and email

marketing is probably helping to introduce the brand to new customers throughout the world.

- **Community Impact:** In addition to their commercial success, Yeppoonie Smoothie's active participation in regional and global humanitarian endeavors (such as the Indigenous Literacy Foundation and Quoin Island Turtle Rehabilitation Centre) improves their brand's reputation and cultivates a stronger sense of brand loyalty. This is in line with consumers' increasing desire for brands that practice social responsibility.

4.3.3 DISCUSSION

The rising market of health-conscious consumers has responded well to Yeppoonie Smoothie's strategic focus on natural, locally produced ingredients together with a genuine and personal approach to health. Driving sales and fostering strong client interaction have been made possible by the efficient use of email marketing, especially through complex automated flows (Klaviyo Strategy). Email sends and sales numbers are directly correlated, which highlights how important it is to their business strategy. Though it is evidence of its accomplishment, the quick expansion also brings with it certain difficulties. A constant challenge will be scaling operations (production, shipping, supplier management) without sacrificing customer satisfaction or product quality. For certain ingredients, reliance on a small number of suppliers is still a weakness that calls for cautious supply chain management. Sustained success will need a relentless emphasis on providing exceptional customer service and ongoing investments in supply chain resilience to reduce possible disruptions. Yeppoonie Smoothie is positioned for sustained growth and market leadership in the health and wellness industry by upholding their genuine brand voice and utilizing their data-driven email marketing.

CHAPTER- V: EMAIL MARKETING TOOLS AND TECHNIQUES

5.1 OVERVIEW OF EMAIL MARKETING TOOLS

Email marketing tools are software platforms that help businesses plan, carry out, and track their email campaigns. For startups, choosing the right tool is essential to productivity, scalability, and cost-effectiveness.

Among the categories of email marketing tools are:

- ◇ Simple email marketing systems like Mailchimp and Sendinblue are the greatest choices for beginners.
- ◇ E-commerce-focused tools like Klaviyo and Omnisend are made especially for online merchants.
- ◇ CRM-Integrated Tools: Use HubSpot or ActiveCampaign to integrate email marketing with CRM.
- ◇ Use sophisticated automation solutions like Drip and ConvertKit for intricate drip marketing.

5.2 PRACTICAL USES OF E-MAIL MARKETING TOOLS

Here, I'll discuss several practical uses for email marketing platforms like Klaviyo and HubSpot. Beyond basic email blasts, email marketing tools such as Klaviyo and HubSpot are effective platforms. They give companies the ability to design automated, individualized, and highly targeted marketing programs that increase sales and engagement. Although both have strong features, their actual applications frequently vary depending on the industry and particular requirements of a company.

5.2.1 PRACTICAL USE OF KLAVIYO

Klaviyo is a marketing automation software with an emphasis on e-commerce that is excellent at using consumer data to produce incredibly customized shopping experiences. Its extensive interaction with e-commerce platforms such as Magento, WooCommerce, and Shopify is its main advantage.

- **Recovery of Abandoned Carts:** One of Klaviyo's best features is this one. When a customer adds products to their cart but leaves the website without

making a purchase, it automatically sends them a series of emails. These emails can offer a discount to entice a conversion and are frequently customized with pictures of the things that were left behind.

- **Post-Purchase Flows:** Following a sale, Klaviyo assists companies in maintaining client relationships. Order confirmations, shipment updates, and follow-up emails asking for reviews, suggesting comparable products, or offering a discount on a future purchase are all included in this.
- **Greetings to New Subscribers:** Klaviyo can initiate a welcome series that presents the brand, its values, and its top-selling items when a new member joins an email list. Converting new subscribers into first-time customers requires this crucial step.
- **Examine Emails of Abandonment:** Klaviyo may automatically send emails to subscribers who have seen a product on your website but did not add it to their cart, just like abandoned cart emails do. This can include a "you may also like" section with other pertinent stuff and serves to remind customers of the goods.
- **Dynamic Segmentation and Personalization:** Highly targeted campaigns are made possible by Klaviyo's capacity to divide up its client base according to factors like browsing habits, past purchases, and other information. An email announcing new products, for instance, can only be sent to clients who have already purchased from a particular category.
- **Reminders for Replenishment:** Klaviyo may automatically notify users when their supplies of consumable goods (such coffee and skincare) are about to run short, encouraging them to place new orders.
- **Back-in-Stock Notifications:** Klaviyo can be used to gather email addresses from potential buyers when a popular product runs out of stock. Then, it will automatically notify them when the item becomes available again.

5.2.2 PRACTICAL USE OF HUBSPOT

HubSpot is a comprehensive platform for inbound marketing, sales, and customer support. It is popular among B2B firms and companies with longer sales cycles since, despite its robust email marketing tools, they are intended to be part of a larger, integrated plan.

- **Lead Nurturing Campaigns:** HubSpot's extensive CRM is one of its strongest points. HubSpot can automatically sign up a lead for a drip campaign that will gradually move them down the sales funnel by delivering educational content to them once they download a whitepaper or complete a form.
- **Integration of Content and SEO:** HubSpot's Marketing Hub easily combines email with other platforms, such as social networking and blogging. Email campaigns can be used to advertise webinars, case studies, or new blog entries. You can then monitor the traffic and conversions generated by those emails.
- **Personalization with CRM Data:** You can include much more than just a customer's name to emails thanks to HubSpot's robust CRM. To make emails feel very relevant and intimate, you might include information about their business, job description, recent encounters, and more.
- **Extensive Analytics and A/B Testing:** HubSpot offers thorough email performance data that lets you A/B test calls-to-action, content, and subject lines to improve your campaigns' open and click-through rates.
- **Promotion of Events and Webinars:** With tools for managing registrations, building landing pages, and sending participants automated reminder emails, HubSpot is a great tool for event promotion.

5.3 FEATURES AND BENEFITS

Feature	Description	Benefit to Startups
Email Automation	Sends emails based on user actions or predefined schedules.	Ensures timely participation and saves time.
Segmentation	Divides email lists by to behavior, demographics, or engagement.	Enhances relevancy and boosts engagement.

Feature	Description	Benefit to Startups
A/B Testing	Evaluates topic lines, designs, or calls to action.	Helps optimize campaigns for better results.
Analytics and Reporting	Tracks open rates, click-through rates, and bounces.	Aids in data-driven decision-making.
Templates and Drag-and-Drop Editors	Makes creating emails easy even if you don't know any code.	Expedites design and lowers technological hurdles.

5.4 TOOL SELECTION CRITERIA FOR STARTUPS

When choosing an email marketing tool, startups should consider the following factors:

- ◇ Budget: Free or low-cost options (like Mailchimp's free tier or Brevo's affordable rates).
- ◇ Easy to Use: A low learning curve and an intuitive interface.
- ◇ Features of Automation: It allows to drip campaigns, triggers, and behavioral emails.
- ◇ Deliverability rates ensure that emails do not wind up in spam folders but rather in the inbox.
- ◇ Live chat, tutorials, and troubleshooting are all part of customer service.
- ◇ Scalability: the ability to oversee a growing list and more complex features as the firm develops.

Integration: Interoperability with other platforms, such as e-commerce tools, websites, and CRMs.

CHAPTER- VI: CHALLENGES AND ETHICAL CONSIDERATIONS

6.1 COMMON CHALLENGES IN EMAIL MARKETING

Common challenges involve inadequate targeting or uninspiring subject lines are often the cause of low open and click rates.

- ◆ List Building from Scratch: Growing a subscriber base is difficult if there is no prior brand recognition.
- ◆ Spam Filters and Deliverability: Emails may end up in spam folders due to technical issues or a poor reputation.
- ◆ Content Fatigue: Recipients may choose to unsubscribe if they get excessive or pointless emails.
- ◆ Technical limitations include a lack of expertise with advanced email marketing tools or HTML customization.

6.2 ETHICAL CONSIDERATIONS (DATA PRIVACY, CONSENT, AND TRANSPARENCY)

Ethical email marketing reduces legal risks while fostering trust. Important ideas:

- ◆ Marketing Based on Consent: only those who specifically opted in as email subscribers. Make use of double opt-in (email confirmation of subscription).
- ◆ Openness: Indicate in detail how the data will be used. Incorporate an unsubscribe link into each email.
- ◆ Privacy of Data: Respect CAN-SPAM (US), CASL (Canada), and GDPR (EU). Never share or sell client information without consent.

6.3 REGULATORY COMPLIANCE

Regulation	Key Requirements
GDPR (EU)	- Prior to sending emails, obtain express consent.
	- The ability to view and remove data.
	- A privacy policy must be included.
CAN-SPAM (US)	- No misleading subject lines.
	- Provide a physical mailing address.
	- Respond to requests to unsubscribe within ten days.
CASL (Canada)	- Needs explicit consent.
	- Identification and contact details are required.

Top Techniques for Adherence to Regulations:

- ✓ Make use of permission-based lists (no emails were bought).
- ✓ Provide a one-click opt-out option for subscribers.
- ✓ Maintain Consent Documents (for GDPR compliance).
- ✓ Clean email lists on a regular basis by eliminating inactive users.

CHAPTER- VII: RECOMMENDATIONS & CONCLUSIONS

7.1 RECOMMENDATIONS

Here are a few recommendations regarding email marketing for a new online business like Yeppoonie Smoothie.

- ⇒ To reduce risks, diversify your suppliers: Yeppoonie Smoothie should actively seek out and onboard substitute suppliers for essential ingredients, both domestically and abroad, to lessen reliance on a small number of suppliers. By reducing interruption risks, increasing negotiating power, and fortifying supply chain resilience, this diversification will guarantee steady product availability even in the face of explosive expansion.
- ⇒ Operations Scale Actively: To support expansion, it is essential to invest in scalable infrastructure, such as sophisticated inventory management systems and efficient logistics. As demand increases, the business may maintain product quality and delivery efficiency by addressing possible bottlenecks early on, avoiding operational delays.
- ⇒ Target Global Audiences with Localized Email Marketing: Email marketing strategies should go beyond language translation when targeting the US and UK markets. Provide region-specific payment and shipping choices, promote regionally relevant deals, and adjust material to regional tastes. In new areas, this strategy will increase engagement and boost conversions.
- ⇒ Increase Emails' User-Generated Content (UGC): Utilize great client satisfaction by methodically adding user-generated content (UGC) to email messages, such as reviews, testimonials, and social network posts. Encouraging consumers to share their experiences strengthens the brand community, diversifies content, and increases trust.
- ⇒ Implement a Loyalty Program to Improve Retention: Create a multi-tiered Klaviyo-integrated loyalty program that rewards engagement, purchases, and referrals. Promote levels, commemorate achievements, and re-engage dormant people with tailored email sequences. This tactic will

increase recurring business and convert happy consumers into devoted brand ambassadors.

7.2 CONCLUSIONS

Yeppoonie Smoothie has rapidly established itself as a formidable player in the health and wellness sector, driven by a compelling value proposition: 100% natural, vegan, and additive-free smoothie powders. Impressive growth and high customer satisfaction have been made possible by their direct-to-consumer business model, which is greatly supported by Google Ads, social media, and a strong email marketing approach. A solid basis for future growth and market penetration is highlighted by the clever identification of the rising need for plant-based health products worldwide and the successful first international market entries.

However, while quick development is a sign of success, it has also brought with it inherent operational issues, especially when it comes to expanding logistics and manufacturing, as well as a dependence on a small number of suppliers. The fierce rivalry in the market for health supplements and possible supply chain interruptions continue to be significant outside risks that can prevent long-term growth. As the business grows, addressing these weaknesses with scalable infrastructure and strategic diversification will be essential to preserving product availability, quality, and customer happiness.

In the end, Yeppoonie Smoothie is positioned for long-term success thanks to their combination of a distinctive product, an approachable founder story, and an advanced, data-driven email marketing strategy using platforms like Klaviyo. They can solidify their market position, increase lead conversion, and build a more devoted clientele by making strategic investments in supply chain resilience, maintaining operational scalability, and further customizing their global email engagement. This will guarantee long-term success in the ever-changing health and wellness sector.

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