

PROFESSIONAL PROJECT

AromaBarBeauty

Building an email system for a wholesale lip gloss brand that had been dormant for 2 plus years

Role: Email Marketing Strategy and Execution

Brand

AromaBarBeauty

Category

Wholesale E-Commerce Beauty Brand

ESP

Shopify Email

Timeline

3 weeks

Services Offered:

1. Automations
2. Copywriting
3. Campaign Strategy
4. Product Launch

THE PROBLEM

An email list that had gone quiet for two years.

AromaBarBeauty is a wholesale lip gloss brand that helps other lip gloss business owners sell better. Their products were good and what their customers wanted. Their purpose was clear. But their email channel had been inactive for over two years, and what they did have in place was barely functioning.

There was no welcome flow to greet new subscribers. No abandoned cart sequence to recover lost sales. No winback automation to re-engage customers who had gone quiet. The brand had a list but no system to turn it into revenue.

THE APPROACH

Start with the foundation. Then build toward the launch.

Because the list had been inactive for so long, the priority was to build trust before pushing for sales. My approach was structured in two parts: setting up the automated foundation first, then layering in campaigns once the system was running.

Three automations were built and activated:

- Welcome flow: to introduce the brand, build rapport, and set expectations for new subscribers
- Abandoned checkout series: to recover lost revenue from shoppers who did not complete their purchase
- Winback sequence: to re-engage subscribers who had not interacted with the brand in a significant period

On the campaign side, 8 emails were written and sent across the month. Among them was a product launch announcement for the brand's LED tube lip gloss restock, supported by a three-email countdown sequence leading up to the drop date. Each countdown email had a single job: build anticipation and drive urgency towards the launch date.

Segmentation was also recommended to the brand to separate highly loyal customers from those who needed more nurturing so that future campaigns could speak to each group differently.

THE SOLUTION

3 automations, 8 campaign emails built into one coherent system.

In total: 3 automation flows set up, 6 automation emails written, and 8 campaign emails written and deployed, including a 3-email product launch countdown sequence.

THE OUTCOME

Revenue generated in 3 weeks from a barely warm list.

The results below came from a list that had been inactive for over two years. The automations had only just gone live. The campaigns were some of the first emails this audience had received from the brand in years.

\$120	\$108	21.46%	20%
Revenue from the 2-day countdown email	Revenue from the launch day email	Highest campaign open rate	Winback email click rate

shopify

Search

CTRL K

Home

Orders

Products

Customers

Marketing

Discounts

Content

Markets

Finance

Analytics

Sales channels >

Apps >

Messaging

Automations

My Templates

Settings

Settings

Messaging

Create automation

Create campaign

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Subject	Channel	Status	Scheduled date	Open rate	Click rate	Conversion rate	Sales
The LED Tubes are Here 🌈	Email	Sent	Apr 17, 2026 at 1:21 am	19.57%	0.31%	2.78%	\$108.00 ...
6 Hours to Get What's Coming	Email	Sent	Apr 16, 2026 at 8:23 pm	21.46%	0.24%	-	- ...
2 days to go	Email	Sent	Apr 16, 2026 at 2:21 am	20.16%	0.28%	2.63%	\$120.00 ...
3 Days To Restock Day!	Email	Sent	Apr 15, 2026 at 2:21 am	19.31%	0.23%	-	- ...
The LED Tubes are coming back. ...	Email	Sent	Apr 10, 2026 at 9:05 pm	12.19%	0.37%	-	- ...
We miss you. Here's 15% off your ...	Email	Active	-	40%	20%	-	- ...
The next steps to starting your bu...	Email	Active	-	40%	10%	-	- ...

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The winback automation achieved a 40% open rate and a 20% click rate, which is significant for a sequence targeting subscribers who had not engaged with the brand for an extended period. The product launch sequence generated \$228 in direct email revenue within the first week of sending, before the list had fully warmed up.

These results came from a list that had been dormant for over 2 years. The systems were barely warm. With a properly warmed list and a consistent email schedule, the revenue potential compounds significantly.