

PROFESSIONAL PROJECT

Sapphire Learning Hub

Launch strategy for a paid client acquisition challenge targeting freelancers

Role: Email Marketing Strategy (Intern)

Brand
Sapphire Learning Hub

ESP
MailChimp

Category
Online Email Marketing Education

List Size
1,476 warm subscribers

Services Offered:

1. Launch Strategy
2. Email Sequence
3. Copywriting
4. Lead Magnet

THE PROBLEM

A high-value product launch with no email roadmap.

Sapphire Learning Hub, an online email marketing school, was preparing to launch the Client Acquisition Challenge: a paid program designed to help freelancers, coaches, and service providers break the feast-or-famine cycle and build a consistent client pipeline.

The product itself was strong. The audience was warm, given that the brand had nurtured them through consistent email communication. But there was no structured email strategy to take that warm list through the awareness, consideration, and decision stages of the launch. Without a clear roadmap, the risk was leaving enrollment numbers and potential revenue on the table.

THE APPROACH

A three-phase strategy built around a free lead magnet.

I built the strategy on the core knowledge that the audience already trusted the brand. The campaign's job was not to introduce SLH; it was to move a warm audience toward a specific decision. And that shaped how I went about everything.

The launch was divided into three phases:

- Phase 1, Awareness (March 16 to 31): Two to three emails to introduce the challenge, agitate the problem of feast-and-famine, and build anticipation around a free private podcast featuring 30 expert interviews on client acquisition
- Phase 2, Enrollment (April 1 to May 2): The free podcast would go live as a low-commitment entry point and enrollment for the paid tiers would open up. The follow-up emails were designed to handle objections, highlight expert stories, and create deadline urgency as May 2 approaches
- Phase 3, Challenge Delivery (May 3 to June 20): Emails focus solely on the paid participant experience. From the onboarding, weekly check-ins, mid-challenge encouragement, to a post-challenge audit week

The logic behind using a free podcast as the lead magnet was deliberate. Getting someone to commit to something free and valuable first makes the paid conversion a smaller step. By the time enrollment opened, the audience had already experienced the weighty value inside the challenge.

A total of 18 email subject lines and send schedules were mapped across all three phases, each assigned a single purpose and a clear position in the journey.

Two challenge tiers were defined: VIP+ at 35,000 naira and VIP Premium at 75,000 naira. KPIs were set for each phase, including open rate targets of 40% or higher, a click-through rate target of 10% or higher, and a minimum enrollment goal of 100 participants.

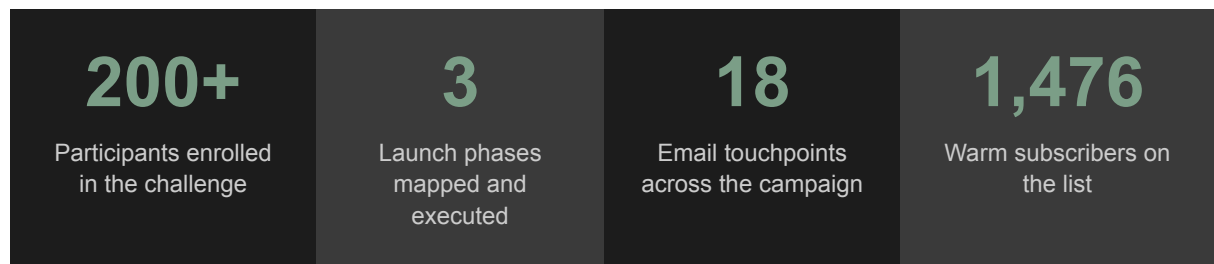
THE SOLUTION

A fully built launch strategy.

The strategy deck I created covered all three phases of the launch, 18 email send slots, challenge tier structure, anticipated challenges and solutions, social media coordination recommendations, KPIs, and a next-step plan for execution.

THE OUTCOME

200+ participants enrolled in the first edition, and more are enrolling.



The Client Acquisition Challenge launched successfully with over 200 participants enrolled across the challenge tiers. The strategy provided a clear framework for execution, phase by phase, with each email assigned a specific role and a defined place in the subscriber journey.