

CONCEPT PROJECT

RENIKEJI

An email acquisition and nurture strategy built around a pop-up event series

Role: Email Marketing Strategy and Execution Planning

Brand
RENIKEJI

ESP
MailerLite

Category
Handcrafted Nigerian Jewelry Brand

Events
Lagos (3 pop-ups) and Houston (1 pop-up)

Services Offered:

1. List Building
2. Segmentation
3. Automations
4. A/B Testing
5. Campaign Strategy

This project was an independently initiated concept project. The strategy, email copy, ESP setup, automations, segmentation plan, A/B tests, pre-send checklist, and KPI predictions were all built without a client brief to demonstrate what a complete email marketing engagement would look like for a brand at this stage.

THE PROBLEM

A brand with an in-person presence and no email channel to sustain it.

RENIKEJI is a Lagos-based handcrafted jewelry brand rooted in Nigerian identity and craft. Every piece the brand crafts is made by hand using locally sourced materials, and the brand attracts a specific kind of buyer: intentional, culturally attuned, and loyal to brands that feel personal.

RENIKEJI was running a pop-up series across Lagos and Houston in March and the goal was to create genuine in-person moments with customers. But there was no system to carry

those moments beyond the event. Someone could experience the brand's pieces, fall in love with it, and leave. Without an email list, that relationship ended at the door.

The opportunity was clear: use the pop-up events as a list-building moment, then use email to maintain the relationship, keep the brand visible, and convert interested browsers into repeat buyers.

THE APPROACH

Turn every pop-up into the start of an ongoing conversation.

The strategy I built had a central idea: every person who walks into a RENIKEJI pop-up is a warm lead. The job of email is to make sure that warmth does not go cold after they leave.

The campaign covered four events.

Gather Market, Primeries Marketplace, and Gemstone Studio in Lagos, and Haanta Popup in Houston. And I planned out 13 emails across the full campaign, structured into campaign sends and three post-event automation workflows.

I added some segmentation from the start into four groups:

- Warm Lagos list: existing followers and past customers in Lagos
- Warm Houston list: existing followers and past customers in Houston
- New event subscribers: people who signed up at the pop-up on the day, for whom this would be their first brand email
- Attended and Did Not Attend: post-event tags applied manually to warm list subscribers based on whether they showed up

The segmenting would come to play in the different post-event emails customers would receive. For example, those who attended would receive a thank-you email that acknowledged the pop-up experience and link back to the brand's collection.

Those who did not attend received a different email that acknowledged the miss, created gentle FOMO, and kept the door open. New subscribers received a warm welcome that oriented them to the brand.

I also set up an A/B test on the intro email to determine whether a direct or conversational subject line performed better with this audience. Variant A used a formal recognition opener. Variant B used a more intimate tone. The predicted winner was Variant B, based on how the brand's Instagram audience already engages with them.

Finally, I created a pre-send checklist covering list health, campaign setup, and on-site sign-up form setup, including a QR code system for capturing subscribers at the pop-up table. Three automation workflows were also built in MailerLite and configured to trigger based on applied tags.

THE SOLUTION

A complete, execution-ready email system for a four-city event series.

13 emails written and set up. 3 automation workflows built and activated. Full segmentation architecture configured. A/B test designed and deployed. Pre-send checklist completed. KPIs predicted across all campaign phases.

01. A/B Test Screenshot

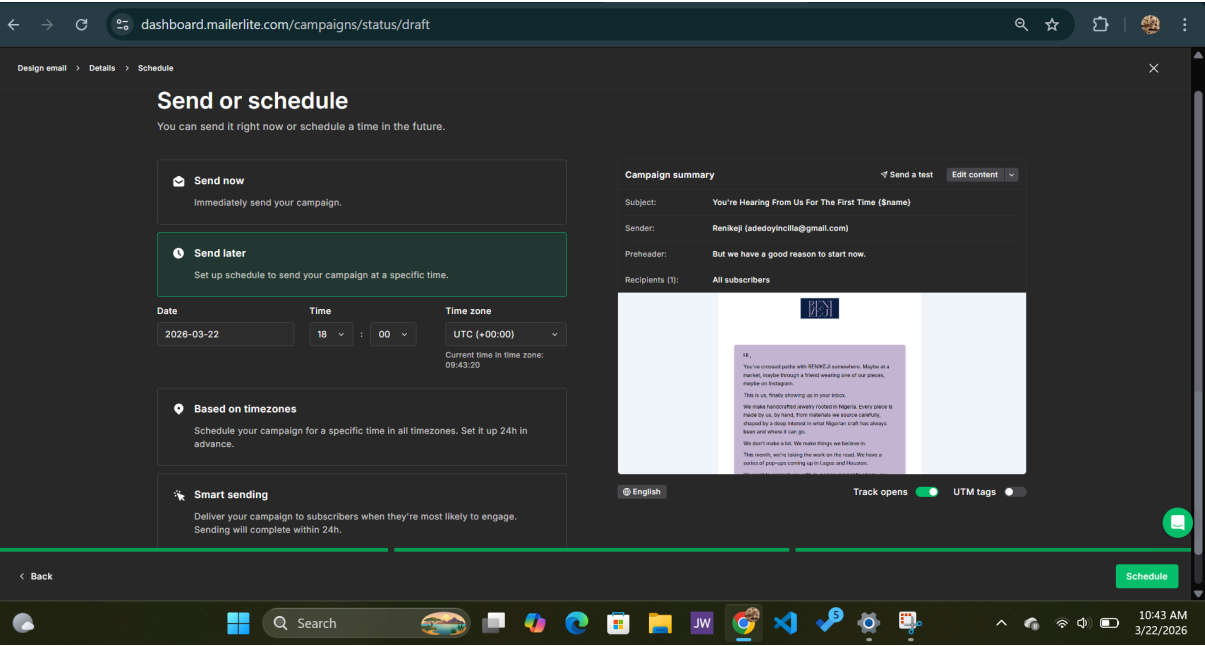
The screenshot shows the MailerLite dashboard for a campaign titled "Pop-up campaign Intro". The interface is divided into several sections:

- Campaign type:** Includes options for "Email subject", "From name", "Email content", and "Sending time". Each option has a brief description of the A/B test.
- Subject A:** The subject line is "You're Hearing From Us For The First Time { \$name }".
- From name:** The name is "Renikeji".
- Language:** Set to "English".
- Track opens:** A toggle switch is turned on.
- UTM tags:** A toggle switch is turned off.
- Next: Content** button.

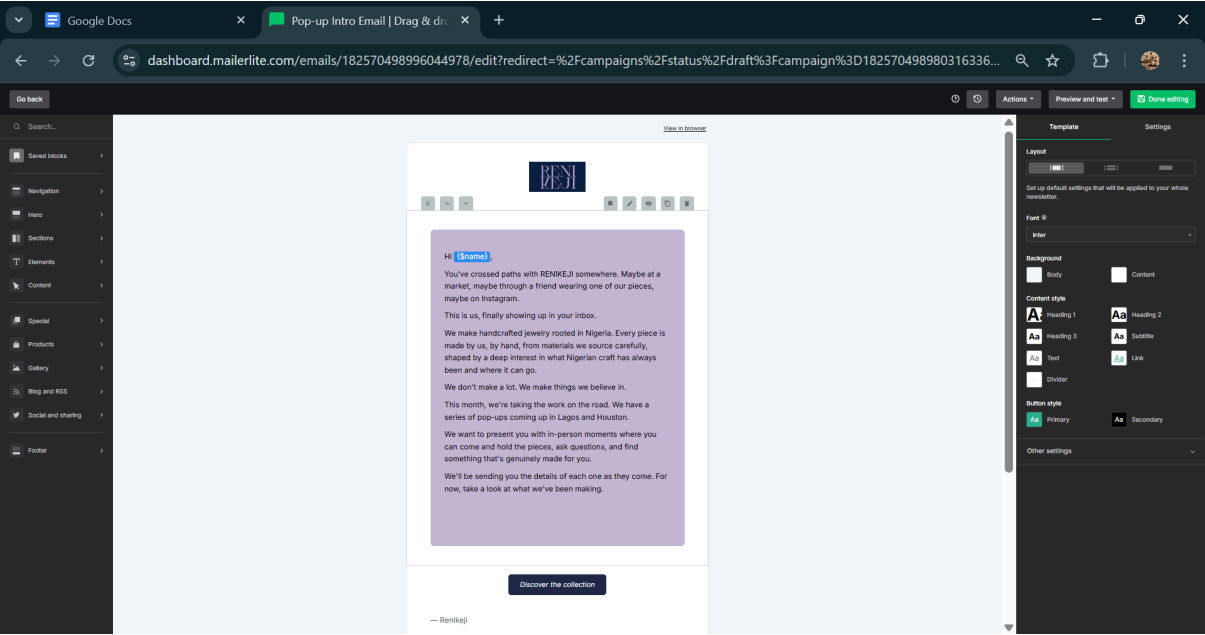
The screenshot shows the MailerLite dashboard for a campaign titled "You're Hearing From Us For The First Time { \$name }". The interface is divided into several sections:

- Subject B:** The subject line is "We've been meaning to write to you { \$name }".
- From name:** The name is "Renikeji".
- Language:** Set to "English".
- Track opens:** A toggle switch is turned on.
- UTM tags:** A toggle switch is turned off.
- Next: Content** button.

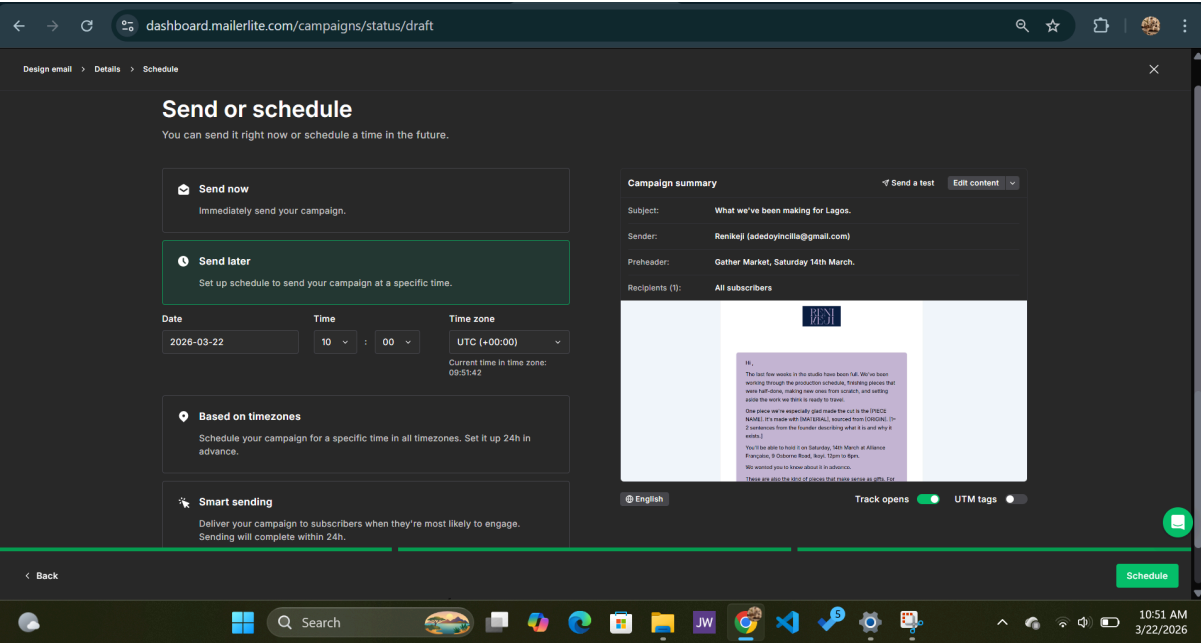
Email 01 Subject line and send schedule



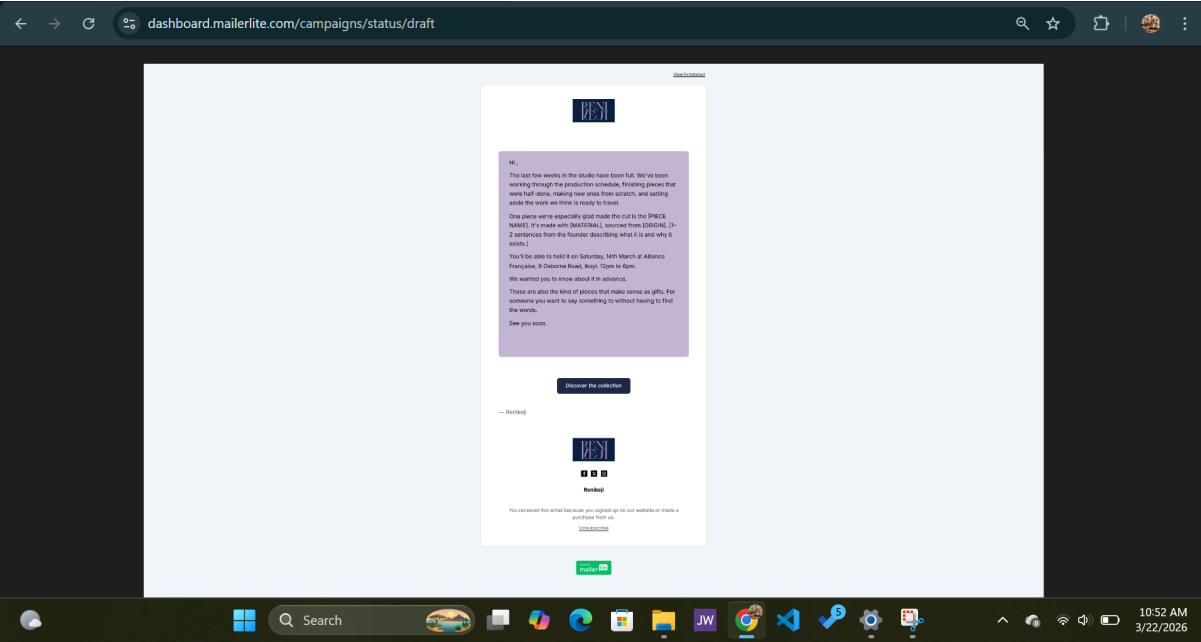
Email 01 content



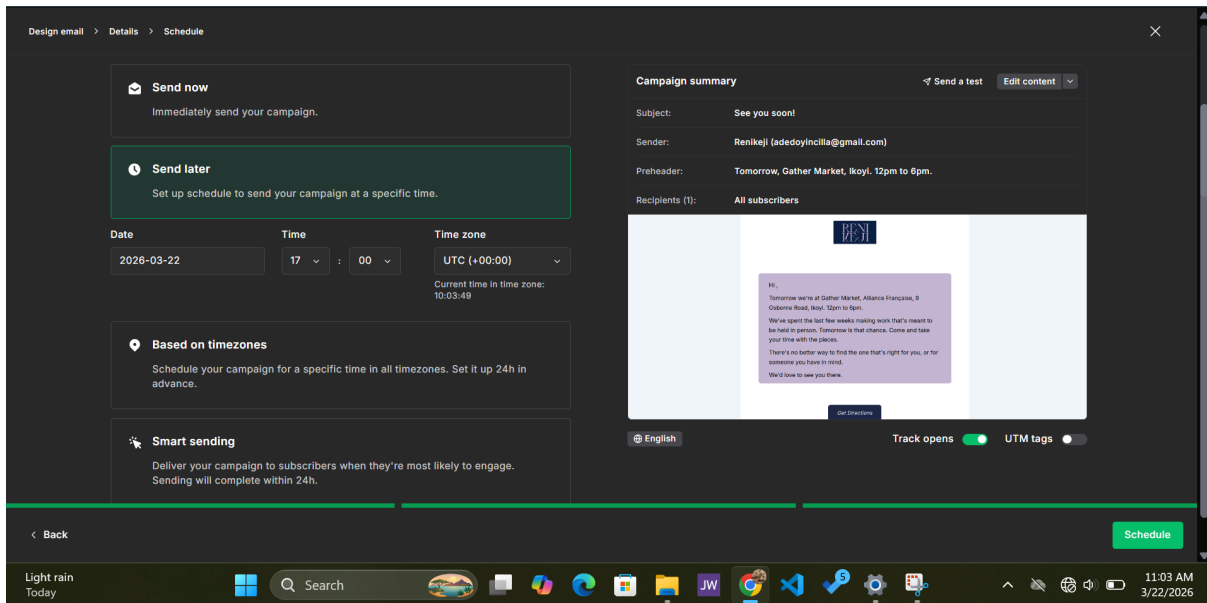
Email 2a subject line and send schedule



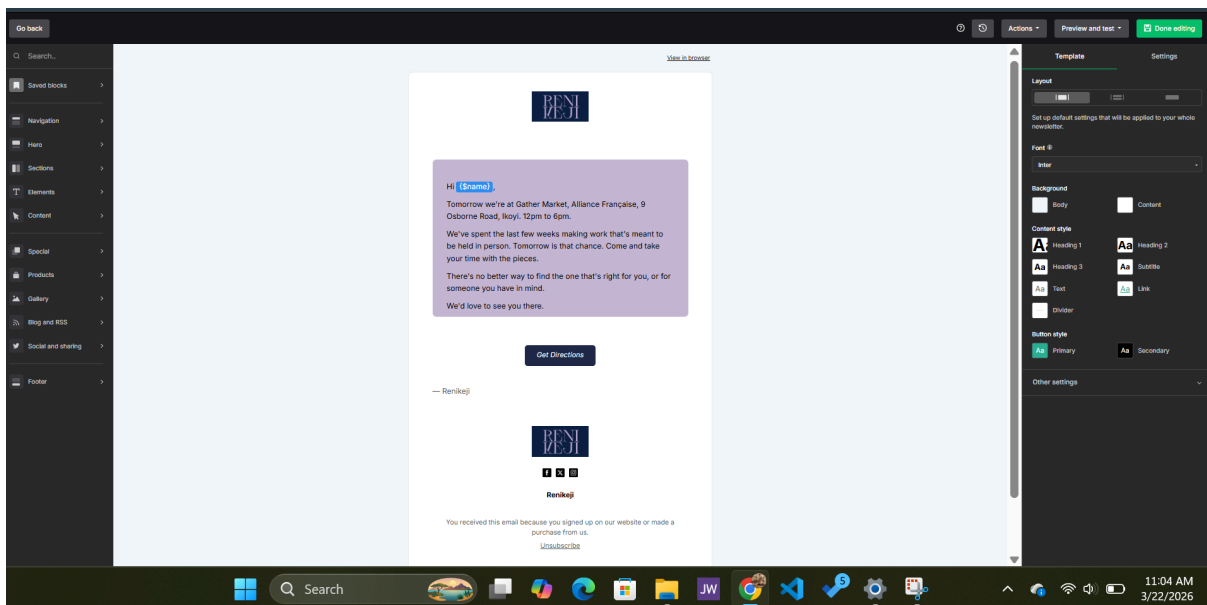
Email 2a content



Email 3a: send schedule and subject line



Email 3a content



[Campaign Logic Video](#)

THE PROJECTED OUTCOME

What this system I built was designed to achieve.

Because this was a concept project and the brand was not a direct client, the outcomes below represent what the strategy was built to deliver, based on industry benchmarks, audience behaviour, and what we know about RENIKEJI's existing community.

45-55%

Predicted open rate
on intro email

40-50%

Predicted open rate
on post-event emails

2-5%

Predicted purchase
conversion
post-event

3

Automation workflows
built and activated

Post-event emails were projected to achieve the highest purchase conversion window in the campaign, because customers would have had an in-person experience with the brand. I designed the emails to be the bridge to the transaction, not the introduction.

The segmentation system also means that every future campaign RENIKEJI sends can be targeted by city, engagement level, and purchase history, rather than going out to the full list undifferentiated.