

CASE STUDY | EMPOWER YOUR SALES TEAM



EAT BETTER. FEEL BETTER.

Our team is dedicated to making your life easier, ensuring you have more time to focus on what truly matters. Make sure to place your order for next week's Prepping with Peppers meals before the deadline tomorrow at 5pm.

THIS WEEK'S MENU



FEATURED MENU ITEM

Power Bacon & Blue Burger

Our homemade bacon blue cheese burger is the ultimate luxury lunch. Grab a bite of this ground turkey burger seasoned to perfection with blue cheese crumbles and bacon inside. Served with a side of our house prepared sweet potato fries.

**contains dairy and pork bacon (YUM!!)

| PROTEIN | CARBS | FAT | CALORIES |
|---------|--------|--------|----------|
| 54.1 g | 38.9 g | 25.5 g | 615 kcal |

ORDER HERE

FEATURED MENU ITEM

FAMILY MEALS: Garlic & Herb Chicken

Baked chicken breasts in a mouthwatering garlic & herb sauce. Served with butternut squash and steamed garlic green beans.

Serves 4-6 people.



ORDER HERE

JUNE 2023

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-----|
| 25 ORDER & EGG ONLY | 26 ORDER & EGG ONLY | 27 ORDER & EGG ONLY | 28 ORDER & EGG ONLY | 29 ORDER & EGG ONLY | 30 ORDER & EGG ONLY | |

JULY 2023

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | | | | | | 1 |
| 2 NO PRE-ORDER PICK-UP | 3 CLOSED | 4 CLOSED | 5 CLOSED | 6 CLOSED | 7 CLOSED | 8 CLOSED |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| | | | | | | 30 |

WE WANT YOUR FEEDBACK!



Email Marketing Blasts Local Business Revenue Sky High

How Targeted Email Blasts Led to Increased Business for Local Meal Prep Chef



CLIENT: Local Meal Prep Company looking to expand their reach

Amber Marie Peppers, better known as Prepping with Peppers, is a meal prep chef based in Louisville, KY. After the recession brought uncertainty about what was next for her career, her inspiration for starting a business came from an unlikely source. As an active cross-fit athlete, she found out how much easier it made life to meal prep. The prepped meals she created were so delicious that many of her friends started requesting her services to help their training efforts.

And with that, Prepping with Peppers was born. Now Amber has a growing business where she meal preps for droves of clients. Since purchasing a new storefront location, they have grown exponentially.

We began strategizing with them on how to maximize sales from their current client base while also bringing in new clients.

SOLUTION: Email blast with featured products and relevant info

We discovered that Prepping with Peppers had never run an email campaign or newsletter. With the nature

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of the business being meal prep, repeat customers are the “bread and butter” of what they do. Years prior, we had set up a “forgotten cart” email, which, unknown to them, had generated \$3,500 in sales. Trying a consistent email blast was a no-brainer.

Our goal was to increase the number of orders from current and repeat clients. We did this by creating a weekly email blast that contained featured products, the current week’s menu, nutrition facts, and important dates. Anytime a customer places an order, they are given the option to sign up for our weekly email.

RESULT: Increase in revenue and email interaction

Almost immediately, we began to see incredible numbers from the weekly email. Prepping with Peppers has been overjoyed with the results. The emails have brought in over \$1,000 a week, and with that extra revenue, they have been able to grow their team and reinvest in other marketing efforts focused on bringing in new customers.

Our team at The Marketing Squad has been thrilled with the numbers that have come from the first 2.5 months of emails.

Long story short, these curated, pre-scheduled email blasts have generated brand new opportunities for this business, whose model is based on the importance of repeat customers. The only thing more exciting than the success of the email campaign is the lasting relationship we have begun to build with the client. Our creative problem-solving, disciplined learning, and passion for storytelling have allowed us to come alongside Prepping with Peppers in a meaningful way, creating mutual trust.

8+% revenue increase
in first 90 days

\$1,361 average
per email

30% → 53%
email open rate increase



CONTACT US

THEMARKETINGSQUAD

If you need help marketing your business then let's [schedule a conversation!](#)
Our mission is to help you tell your story and grow your business.