



Flowium: your own email marketing expert team within reach

We help translate customer loyalty into repeat purchases and add 20%-50% to your revenue – one email at a time

What we do

We manage your email marketing, including:



Automated behavior-based emails

browse and cart abandonment, welcome series, and others



Well-segmented, well-timed, relevant campaigns

one-time emails sent manually



Deliverability

making sure your emails land in your customers' inboxes



Copy and design

our in-house professionals with 30+ years of combined experience will craft copy and design for your emails



A/B testing and optimization

testing continuously to only use the best-performing emails for better results

What you get when you work with Flowium



Increasing your overall revenue by 20%-50% without adding to your workload



Less reliance on paid advertising, so you can use that money to continue developing your brand



Using email as an organic way to engage with your customers and nurture them into loyal fans of your brand



Converting your one-off shoppers into 2-time buyers



Building your brand awareness through showcasing your design and brand voice in a consistent way through emails

When you start working with us, we assign 6 people to work on your project, all working together to make sure each automation and campaign you send out is set up for success:

- ✓ a senior account manager who oversees your project
- ✓ an account manager who will be in touch with you on a weekly basis and who's responsible for the success of your entire project
- ✓ a copywriter who will gather research on your audience and craft copy that not only converts but also sounds like your brand
- ✓ a designer who will create a fresh responsive design that will make your campaigns and automated emails stand out
- ✓ an ESP technical expert
- ✓ an assistant

Full email marketing service includes

- ✦ Email Account Setup
- ✦ Email Strategy Creation & Implementation
- ✦ Foundational + Advanced Flows (aka automated emails e.g. welcome series, abandoned cart, post-purchase etc.)
- ✦ Email campaign (one-time manual emails, e.g. Black Friday sales) management
- ✦ A/B testing and optimization
- ✦ Monthly reporting