

# FIRE's Comprehensive Email Marketing Approach Results in Triple-Digit Growth in Metrics



## The Problem

FIRE's leadership team aimed to expand from physical retail to a robust online presence with two websites: firenicotine.com and buyfire.com. They sought 11 Agency's email marketing expertise to strategize and implement core flows and provide ongoing support for weekly promotional campaigns. Key challenges included improving email deliverability, establishing effective email flows for audience engagement, and managing ongoing promotional campaigns.

## The Strategy

**Improved Domain Reputation and Deliverability**

11 Agency implemented best practices such as SPF, DKIM, DMARC, and engaged RFM segments to enhance domain reputation and deliverability.

**Craft Essential Email Flows**

Email flows, including welcome sequences, abandoned cart reminders, and post-purchase follow-ups, were designed and implemented to boost customer engagement and sales.

**Ongoing Support for Promotional Campaigns**

Provided ongoing support for weekly promotional campaigns with compelling email templates, targeted audience segments, and continuous performance optimization.

“11 Agency was able to turn over high quality email copy and designs at lightning speed with excellent communication and prompt responses. They were extremely responsive at all times of the day/night, even late hours, and were extremely accommodating with our rushed timelines when needed. After working with them, we got high open and CTR, and got out of Gmail spam.”



**David Jiang**  
Founder of BUY FIRE / FIRE Nicotine

## The Results

