


How Farm Field Table Achieved a 503% Revenue Increase with Strategic Email Marketing



About

Founded with the vision of revolutionizing protein sourcing, Farm Field Table provides Americans with access to restaurant-quality, sustainably sourced meat free from hormones and antibiotics. They ship directly in recyclable packaging with a 100% money-back guarantee, encapsulated by their motto "We Give A Strip."

The Problem

Farm Field Table reached out to 11 Agency for full management of their email and SMS marketing. Their existing non-branded flows and infrequent campaigns needed enhancement. The goal was to improve email creatives, scale ROI, and grow their subscriber base by crafting a compelling subscriber journey tailored to their CPG brand.

The Strategy

Monthly Campaign Calendar

A compelling monthly campaign calendar was crafted to send emails 2-3 times a week, combining sales and recipe value content.

Integrated Marketing Tech Stack

The marketing tech stack, including Retention.com and ReferralCandy, was integrated to boost brand awareness and LTV.

Comprehensive Lifecycle Flows

Over 15 lifecycle flows were created to target all stages of the customer journey, from prospects to subscribers.

A/B Tested Signup Forms

Signup forms were regularly A/B tested and enhanced to increase opt-in rates.

"11 Agency executed on time and had excellent communication. We were pleased with the work, which resulted in a return on investment of 300% YTD. I'm impressed with their communication and entrepreneurial, get-it-done attitude."



Jake Romine
Co-Founder at Farm Food Table

The Results

↑ 21% Increase

in Subscription Rate

↑ 503% Increase

in Email Attributed Revenue

↑ 209% Increase

in Click Rate

↑ 300% ROI

Year to Date

