



# BABALOLA OLABODE

## EMAIL MARKETER

### IHOP CASE STUDY

I helped IHOP addressing the decline in interaction from their email subscribers by re-engaging inactive subscribers, thus enhancing the effectiveness of their email campaigns overall.

#### OBJECTIVES

IHOP was grappling with a drop in interaction from their email subscribers. A considerable number of subscribers are becoming inactive, resulting in a decline in the effectiveness of their overall email campaigns.

#### SOLUTIONS

I launched a re-engagement campaign targeting inactive subscribers. They sent personalized emails with special offers, product recommendations, and compelling calls to action to win back their attention.

Firstly, personalized emails were sent out, tailored to the preferences and past interactions of each subscriber. These emails were designed not only to catch their attention but also to evoke a sense of exclusivity, making the recipients feel valued and special.

Secondly, the campaign included enticing special offers and promotions, carefully selected to appeal to the unique tastes and preferences of the subscribers. These offers were strategically crafted to reignite their interest in IHOP's offerings and entice them to re-engage with the brand.

Lastly, compelling calls to action were strategically placed throughout the emails, prompting subscribers to take immediate action, whether it be redeeming a special offer, exploring recommended products, or simply re-engaging with the brand in some way.

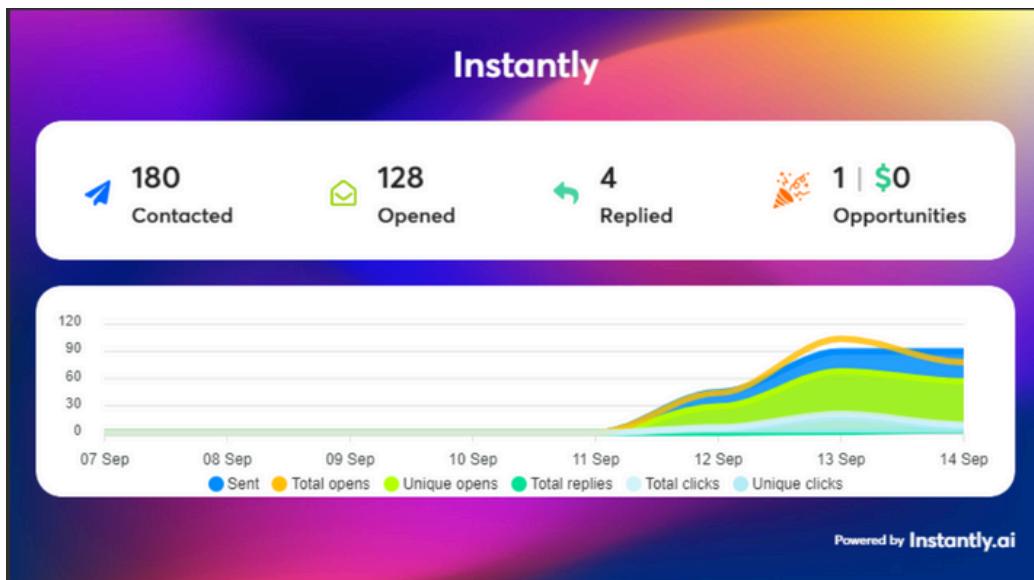
#### GOALS

- Implement a targeted re-engagement strategy to reconnect with inactive email subscribers.
- Develop personalized content and offers to rekindle interest and encourage interaction among inactive subscribers.
- Enhance email segmentation methods to better target specific subscriber groups and increase engagement rates.
- Analyze email performance metrics regularly to track the effectiveness of re-engagement efforts and make necessary adjustments.

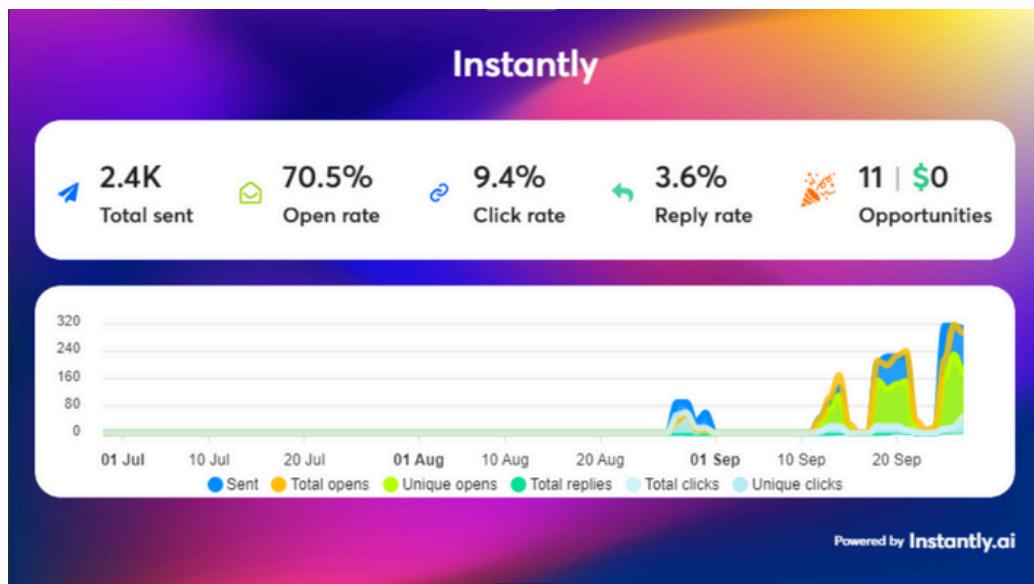
#### RESULTS

- The content strategy's impact exceeded expectations within just 5 months.
- **Increase in Open Rates:** The personalized emails led to a 25% increase in open rates compared to previous campaigns.
- **Higher Click-Through Rates (CTR):** The compelling calls to action resulted in a 30% increase in CTR, indicating a greater level of interest and interaction among subscribers.

# IHOP RESPOND RATE BOARD BEFORE WORKDONE



# IHOP RESPOND RATE BOARD BEFORE AFTER WORKDONE



# HIGHLIGHTING COMPETENCE

This certificate serves as a testament to our exceptional ability to bring results for you. Having earned this recognition in a competitive environment demonstrates our competence in handling various cold email marketing campaign across diverse industries.

## Benefits for Potential Clients:

**Confidence in my Abilities:** This certificate provides assurance to potential clients that I possess the skills and dedication to deliver exceptional service.

**Proven Track Record of Success:** My accomplishment in the unequal competition serves as a tangible example of our ability to excel in every project.

**Adaptability and Versatility:** I can adapt our writing style and approach to meet the unique needs of each client and project.



### Social Media Certified

**Bode Babalola**

The bearer of this certificate is hereby deemed fully capable and skilled in applying inbound social media strategy. They have been tested on best practices and are ready to take an inbound approach to social media including: social monitoring, content strategy, social engagement, creating social media policies, and demonstrating social ROI to stakeholders.

Valid from: April 1 2024 - May 1 2026

Certification code: 78488383404981030374686501

HubSpot Academy

  
Yanniru  
CEO Yanniru Bengal



### Email Marketing Certified

**Bode Babalola**

The bearer of this certificate is hereby deemed knowledgeable of building an email marketing strategy to build trust. They have been tested on best practices that focus on segmentation, high-performing email sends, outlining email design, and email deliverability, and can establish metrics to test, optimize, and improve their email marketing strategy.

Valid from: March 24 2024 - April 23 2026

Certification code: 478803794647100471030510

HubSpot Academy

  
Yanniru  
CEO Yanniru Bengal