



The Marketing Dollar

Make Your Words Count

CASE STUDY: FLO

Selling Smart Home Solutions with a Content-Email-Sales Funnel



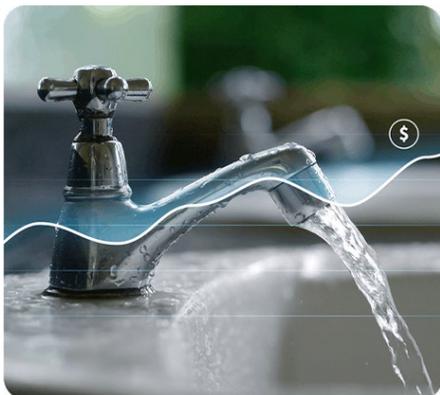
THE CLIENT



Flo is a smart home tech company that helps homeowners protect their homes from water damage, save money on their utility bills and monitor their plumbing network.

Audience Growth Channel

Flo's marketing strategy involves producing high-value content for homeowners and steering visitors into an email sales campaign.



THE CHALLENGE

Smart water technology is on the rise but relatively unknown. To convert visitors, Flo needed to build a content strategy around creating demand for their solution.



THE SOLUTION

To capture qualified new visitors, we needed articles to focus on problems that hit 3 key criteria:

1. Common plumbing issues faced by homeowners
2. Led to either expensive repairs or significant damage
3. Could be prevented by using Flo's smart home products

After researching topics and assembling a content calendar, we needed to push readers into a sales funnel. We did this by creating a 10-part “Smart Water U” email series:

1. Series is front-loaded with value and educational content breaking down home plumbing networks, common issues, and potential dangers.
2. Series integrates soft sells + drives demand with problem-agitation-solution sequences.
3. Series closes with an urgent sales offer.



THE RESULTS

Our combination of valuable long-form content and “free course” branded email series led to a significant boost in Flo’s organic traffic and email open rates.

- Flo’s new content led to a **216% boost in organic traffic within 6 months (currently 8,148 monthly site visitors)**
- **52% open rate for the Smart Water U email series.**



-Austin James

Director of DTC Sales

The Marketing Dollar took the time to understand our audience and brand voice, and picked up on complex aspects of our product very quickly. **Their content glues your eyes to the page and significantly boosts our online sales.**



Want a content ecosystem that converts new visitors to warm leads?

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