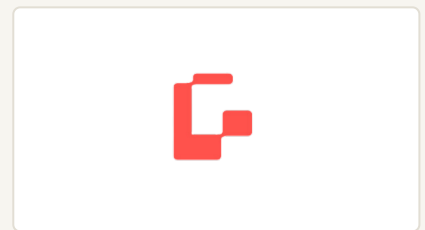
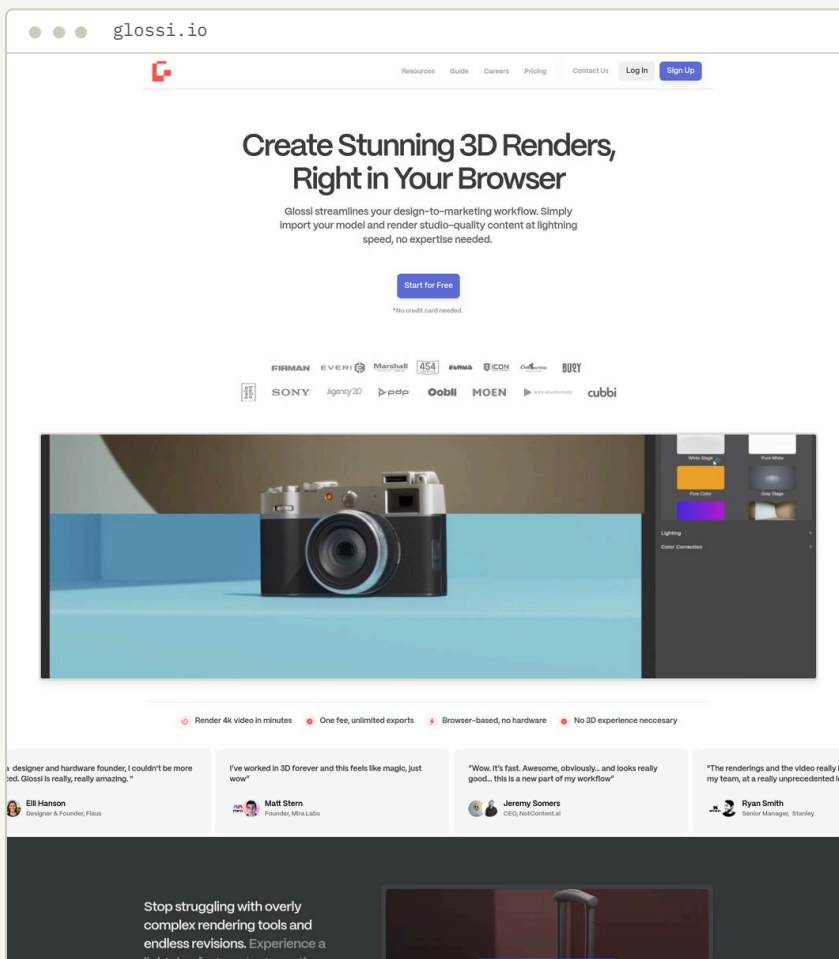


GLOSSI

A product launch that turned a list of prospects into demo meetings.



Meetings

Demo meetings with interested prospects, booked through an automated email sequence.

CLIENT	SECTOR	THE WORK	GOAL
Glossi (glossi.io)	Software: 3D product renders in the browser	Automated email sequence for a product launch	Interest in the new product, and replies for a demo call

Follow-up that runs on its own turns interest into conversations.

THE PROBLEM

Glossi launched a new product and needed potential customers to notice it and agree to a demo call.

WHAT WE DID

An automated email sequence that ran for several weeks, with the list split into groups, a message written for each group, customer proof, and an invitation to a live demo on Zoom.

WHAT CHANGED

Traffic to the product page rose significantly, and prospects replied to the invitation and booked demo meetings with the team.

Meetings

Demo meetings with interested prospects, booked through an automated email sequence.

Traffic to the product page also rose significantly during the campaign.

WHAT THIS MEANS FOR YOU

A list of prospects is only worth something if someone follows up. An automated sequence follows up for weeks without anyone having to remember, and sends each group the message that fits it.

p. 3

The problem

p. 4

What we did

p. 5

Results

p. 6

Your next step

A new product has to give buyers **a reason to look.**

Launching meant getting potential customers to pay attention, and then to give their time to a demo call.

Glossi had just launched a new product: software that creates studio-quality 3D renders of products, right in the browser.

It had a list of prospects. What it needed was a way to reach them with the right message, more than once, and move the interested ones to a conversation.

The goal: generate interest in the product and get responses from prospects for a Zoom demo call.

IN PLAIN WORDS

An automated email sequence is a set of emails written once and sent on a schedule. Segmenting means splitting the list into groups, so each group gets the version written for it.

WHY LAUNCH EMAILS USUALLY FALL FLAT

01

One message for everyone

Different buyers care about different things. A single generic email fits none of them well.

02

One email, then silence

Most people don't act on the first message. Without follow-up, interest fades before anyone books a call.

03

Claims without proof

Prospects trust other customers more than a company's description of itself.

Write it once, follow up for weeks, **speak to each group.**

Three parts, each fixing one of the reasons launch emails fall flat.

01

SET UP

An email system that sends on a schedule

We set up the email automation platform and built a series of emails sent to prospects over several weeks.

Why it matters. Follow-up went out on schedule without anyone on the team having to remember it.

UNDER THE HOOD
Marketing automation (Mautic)
Scheduled email sequence

02

SEGMENT

The list split into groups, each with its own message

We divided the prospect list into smaller segments and tailored the messaging for each one.

Why it matters. Each prospect read about the benefits most relevant to them, which raises the chance of a reply.

UNDER THE HOOD
List segmentation
Per-segment copy

03

CONVINCE

Customer proof and one clear next step

The emails explained the product and its benefits, included social proof and testimonials, and ended with one call to action: schedule a demo call.

Why it matters. Proof from real customers builds credibility, and a single, specific ask is easier to say yes to.

UNDER THE HOOD
Testimonials
Demo call on Zoom

HOW A PROSPECT MOVED THROUGH THE SEQUENCE



TERMS IN THIS CASE STUDY, IN PLAIN WORDS

Marketing automation

Software that sends the right email at the right time, based on rules set once.

Social proof

Evidence from other customers, such as testimonials, that a product delivers.

Call to action

The one thing an email asks the reader to do. Here: book a demo call.

Demo call

A live walkthrough of the product on Zoom, with the buyer's questions answered.

More visits, more replies and demo meetings booked.

Meetings

The sequence generated interest and replies from prospects, and turned them into demo meetings with the team.

Traffic to the product page also rose significantly during the campaign.

Traffic up

A significant increase in visits to the product page.

Replies

Prospects responded to the invitation to a demo call.

Weeks

Follow-up ran automatically for several weeks, with no manual sending.

	THE GOAL	THE RESULT
Attention	Get potential customers to notice a new product	A significant rise in visits to the product page
Follow-up	Reach the prospect list more than once	A multi-week sequence, sent automatically
The message	Speak to different kinds of buyers	A segmented list with a message for each group
Meetings	Responses for a demo call	Replies and demo meetings booked

WHAT TO TAKE FROM THIS

Follow-up is where launches are won

A sequence keeps the conversation going for weeks after the first email, with no manual effort.

Segment before you write

Splitting the list first means each email can speak to one kind of buyer.

Ask for one thing

Every email pointed to the same next step: a demo call.

In 30 days, see which ads produce customers **and what to fix first.**

THREE QUESTIONS TO ASK ABOUT YOUR OWN MARKETING

- 01 When someone shows interest but doesn't buy, what do they hear from you next, and when?
- 02 Does everyone on your list get the same message?
- 03 Can you see which emails and ads lead to booked meetings?

If any of these is hard to answer, that's where the 30-Day Measurement Sprint starts.

30-Day Measurement Sprint

\$1,250 ONE TIME

An audit of the path from ad to sale, tracking that works, and a baseline report with a 90-day plan. Everything is built in your accounts, and you keep it. Your part is three calls and one person who can approve changes.

WEEK 1 · AUDIT

Kickoff call, then a review of your ads, analytics, forms or checkout and CRM. A "what's broken" list by day 7.

WEEK 2 · FIX

Findings call to agree priorities, then your main conversions tracked correctly and sent back to Google and Meta.

WEEKS 3-4 · REPORT

Two weeks of clean data, then cost per lead and per sale by channel, a wasted-spend list and a 90-day plan.

DAY 30 · WALKTHROUGH

45 minutes on the findings, plus a recorded video you can share with your team.

Applying and the first call are free. The \$1,250 covers the 30-day Sprint, if you decide to start. Best for businesses advertising on Google or Meta (\$5,000+/mo in ad spend is recommended, not required). Fixed end date, and nothing renews automatically.

\$100K+

MONTHLY AD SPEND MANAGED

40+

ANALYTICS IMPLEMENTATIONS

50+

PIXEL & API IMPLEMENTATIONS

"I enthusiastically endorse him, hire him, he'll help you succeed in more ways than you ask for."

Rob Schwenker

Former client of 5 years
LinkedIn recommendation, May 2024

Apply for the Sprint →

luxmarketing.agency/apply

Details:
luxmarketing.agency/sprint



Julio Lopez

Founder & Head of Growth. Reviews every application personally.