

How We Turned Email Into TruLink Golf's #1 Revenue Driver

One channel. One month. 600% revenue growth.

THE CHALLENGE

TruLink Golf came to us with a problem most DTC brands face:

- Email revenue stuck at \$3K/month
- Only 2.44% of total revenue from email
- Untapped list sitting dormant
- No strategic email calendar
- Generic, one-size-fits-all campaigns

The reality: Their email channel was an afterthought, not an asset.

THE RESULTS

Month 1 with The Final Touch Marketing:

\$3K → \$21,044 600%+ revenue increase

2.44% → 20% Email became their primary revenue channel

The Bottom Line: We transformed email from a background player to their strongest performer—in just 30 days.

WHAT WE DID DIFFERENTLY

Strategic Segmentation Stopped treating golfers like a single audience. Created behavior-based segments for beginners vs. serious players.

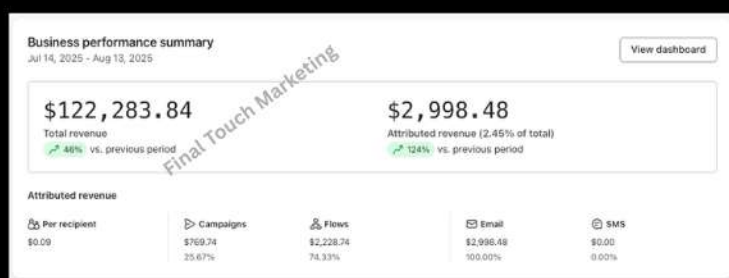
Campaign Architecture

- Welcome series that actually converts
- Browse abandonment flows
- Post-purchase sequences
- Win-back campaigns for dormant subscribers

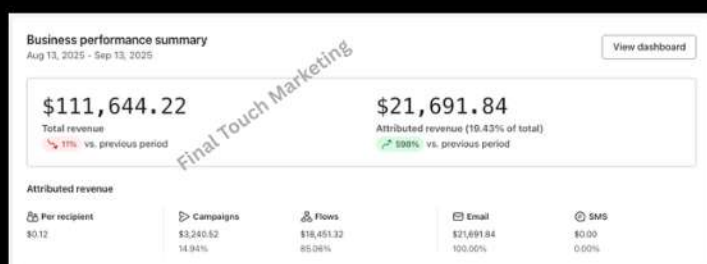
Copy That Converts Every email answered: "Why should I care?" Short, punchy, benefit-driven messaging that speaks golfer-to-golfer.

Design That Performs Clean layouts. Clear CTAs. Mobile-optimized. Every pixel designed to drive clicks.

Before Us:

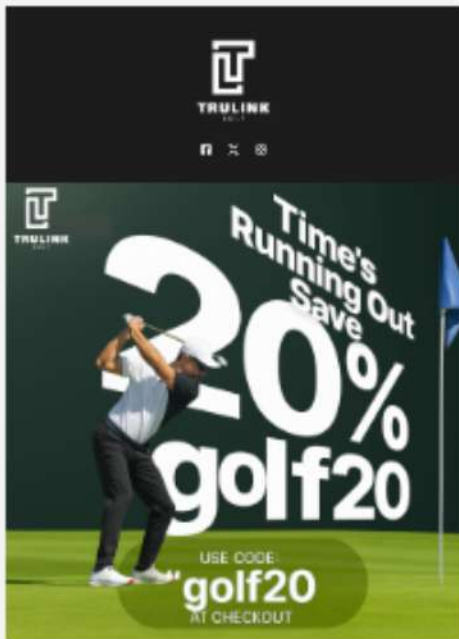


After Us:



We did major changes in designs....

Before



LAST OPPORTUNITY TO SAVE 20% AT CHECKOUT!

[See all](#)



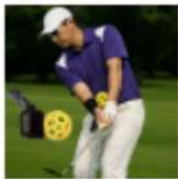
CONNECTION BAND
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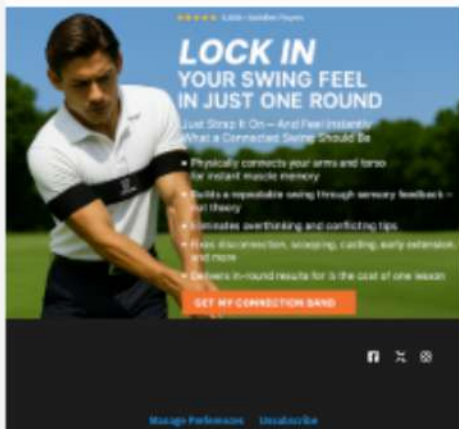
TOURLINK WRIST TRAINER
£54.99

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STRAIGHTARM ALARM
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After

TRULINK
GOLF

What golfers are saying?
Real rounds. Real results.

Found two more fairways. 'Best feel in the bag.' Golfers everywhere are gaining confidence swing by swing.

See the wins—and picture yours on the next tee.

[Read Reviews](#)



Explore tools that help thousands of golfers like you improve their game.

Training Aids

Improve rhythm, power, and accuracy



Tempo Stick



TruConnect Band



StraightArm Alarm



TruGrip Trainer

[Explore Training Aids](#)

Accessories

Support your practice with the right tools



Unbreakable Tees



Alignment Marker



Groove Sharpener



Golf Club Cleaner

[Explore Accessories](#)

TruLink Golf – Smarter practice,
better results.

Shop By Collection

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TRULINK
GOLF

No longer want to receive these emails?

[Unsubscribe](#)

PERFORMANCE BREAKDOWN

Welcome Series

- Open Rate: 54%
- Click Rate: 18%
- Revenue per recipient: \$4.20
- Impact: Turned new subscribers into instant buyers

Abandoned Cart Recovery

- Recovery Rate: 28%
- Revenue generated: \$6,200
- Impact: Captured revenue that was walking away

Product Launch Campaign

- Open Rate: 42%
- Click Rate: 12%
- Revenue: \$8,500
- Impact: Biggest single campaign performer

Win-Back Series

- Re-engagement Rate: 31%
- Revenue unlocked: \$4,100
- Impact: Resurrected dormant customers

KEY METRICS

Metric	Before	After	Growth
Monthly Email Revenue	\$3,000	\$21,044	+600%
Email Attribution	2.44%	20%	8x
Average Order Value	\$52	\$68	+31%
List Engagement	12%	38%	+217%

THE TRULINK GOLF DIFFERENCE

"Before The Final Touch Marketing, our email list was just sitting there. Within 30 days, they turned it into our most profitable channel. The results speak for themselves."

— TruLink Golf Team

FROM AFTERTHOUGHT TO ASSET

Email was generating 2.44% of TruLink's revenue.

Now it's their #1 revenue driver at 20%.

That's not incremental growth. That's transformation.

READY TO TRANSFORM YOUR EMAIL CHANNEL?

The Final Touch Marketing

Where strategy meets execution.

If your email channel isn't your top revenue driver, you're leaving money on the table.

Let's talk.