



CASE STUDY

Growing Your Email List With Giveaways

To Take Your List From 0 to 100,000

www.dojomojo.ninja

About Wanderfull

Wanderfull is an email newsletter that highlights destinations and activities around the globe. Founded by four travelers and curated to fuel the wanderlust of the millennial generation, Wanderfull is a weekly newsletter that focuses on one amazing destination per week.

Along with a destination accompanied by stunning pictures, Wanderfull includes cool places to stay and the best activities to do at each location. Wanderfull also includes awesome travel gear and the best travel Instagram accounts to follow. With a clean and simple design, Wanderfull is the best source for exquisite travel content.



The Challenge

Starting From Zero Without a Big Marketing Budget

As a new media entity, Wanderfull needed to grow their audience quickly. In order to realize revenue from ad sales, partnerships, and affiliate deals, Wanderfull needed to increase their rate of growth and start reaching a much larger audience. Wanderfull considered using social media advertising or building a referral program to grow their email list size, but as a start-up they lacked the capital or engineering resources to accomplish those goals. Instead, they needed a low-cost solution to acquire new emails and readers.

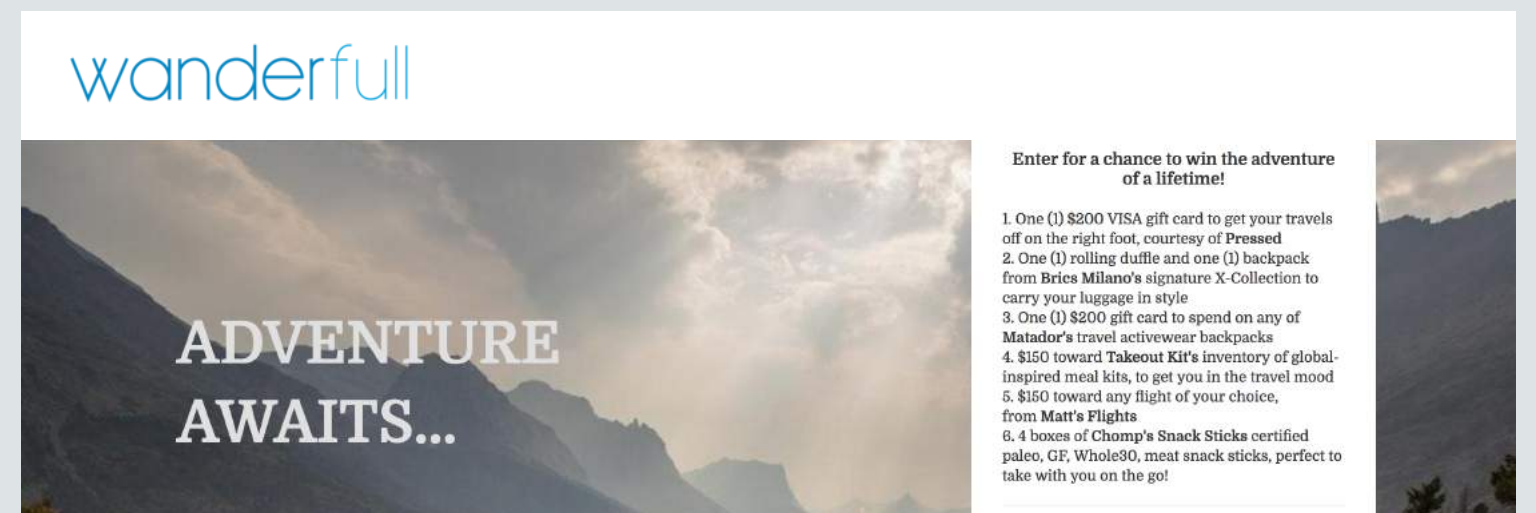
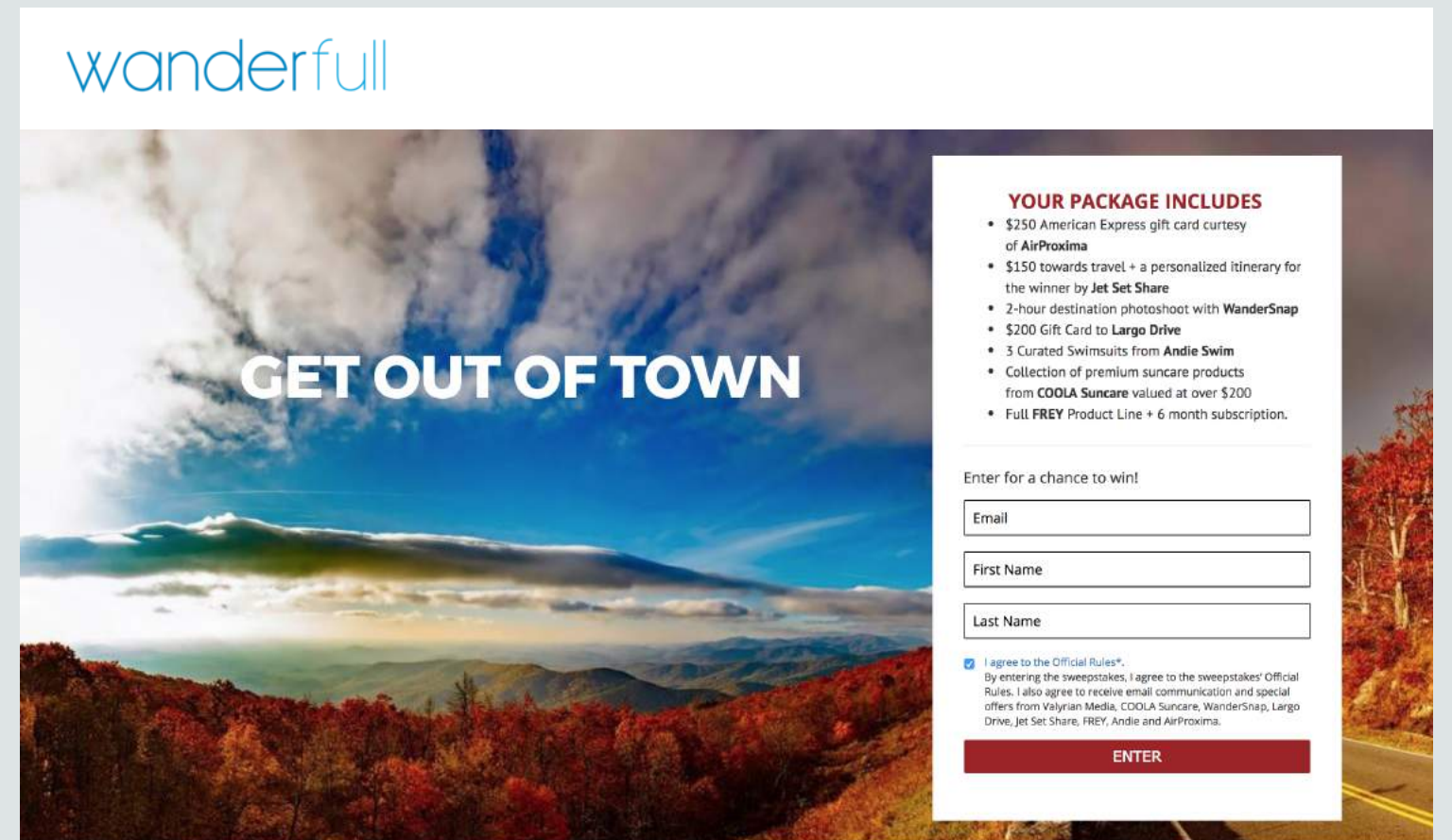


The Solution

Giveaway Campaigns

Wanderfull decided to use giveaway campaigns to grow their email list and actively sought out partners and applied to join open campaigns in an effort to supercharge their email acquisition efforts.

Giveaways offered several advantages over other growth strategies. By targeting partners in the travel and media industries, Wanderfull was able to achieve growth and acquire the emails of people they knew would be a natural fit for the type of content they were producing. Most importantly, giveaways offered a high ROI compared to other solutions, as the only investment needed was a subscription to DojoMojo.



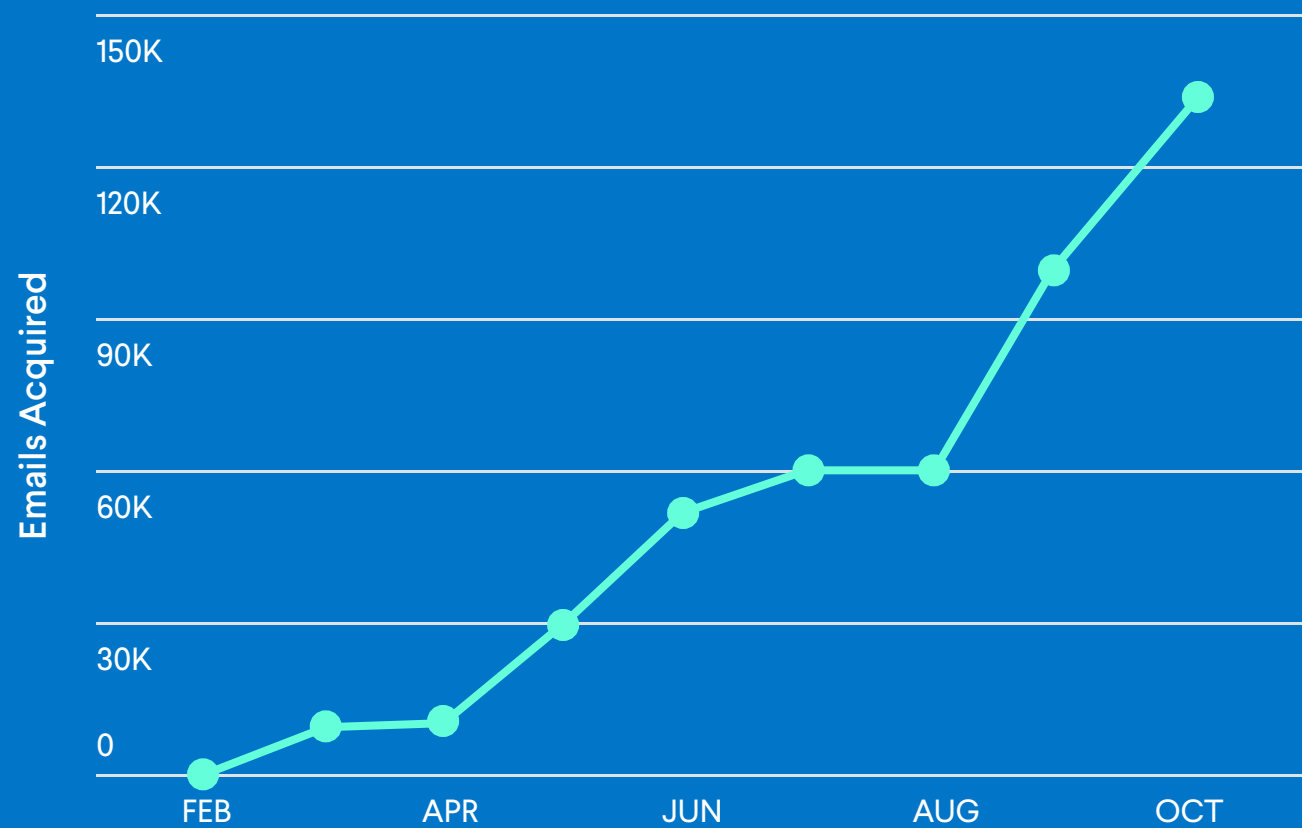
Wanderfull Email List Size Growth

136K +

emails acquired

13.6K

new emails
per campaign



The Results

From 0 to 136,370

By joining and hosting sweepstakes **Wanderfull was able to grow their email subscriber list from 0 to 136,370 in 9 months.** In those nine months Wanderfull participated in ten sweepstakes campaigns, acquiring on average just over **13,637 new emails per campaign.**

Wanderfull was also able to use the Partner Network to work with 29 distinct brands over that time period. Access to the Partner Network allowed Wanderfull to reach out to a variety of brands and acquire emails from brands that aligned with their content.

Want to know more? Contact us at hello@dojomojo.ninja.



Ready to Grow?

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