

HOW A MUSIC SUBSCRIPTION SERVICE ACHIEVED A VIRAL LAUNCH...

...with Plexy



### BLACK NOTE TRANSCRIPTIONS

Why?

**SUCCESSFUL** 

LAUNCH

### Black Note Transcriptions is a brand new Music Transcription service and Subscription site.

Created by two music educators and professional performers, Black Note Transcriptions offers transcriptions, arrangements, reductions, and engraving services to Professional and Amateur Musicians around the world.

Ali and Sarah recognized that their biggest risk after launching the website was that nobody knew about them, let alone acquiring customers.

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They came to Plexy because they lacked the Marketing expertise and the time necessary to learn how to write high-converting Sales Copy for Email sequences.

It turned out they also needed some help designing and executing an Omni-Channel Marketing Strategy, so we helped with that too.



EMAIL MARKETING AND MARKETING CONSULTANCY

#### Plexy designed a high-converting Email Marketing Campaign and Digital Strategy which helped get over 70 customers in just 24 hours!

We developed their Buyer Personas, to help find their tone-of-voice and build engaging Copy on top of a solid Hook, Problem, Solution, Ask structure.

We setup their campaigns in Convertkit with all Tagging and Segmentation, all whilst helping them choose which Digital channels to attack next and how best to go about it.



ROB@PLEXY.CO.UK

# How Black Note achieved 88% Open Rates and 64% Click-Through's with Email...

Not only did we achieve these rates, but the entire Launch resulted in **over 70 new sign-ups** to Black Notes' Monthly Subscription service in **under 24 hours**.



We Designed and Setup a 5 Email Opt-In Sequence and 6 Monthly Broadcast Emails to move people through the Buyer's Journey at lightning speed.

	AUTOMATION		SEQUENCES							8LACK	NOTE TRAN.	
Opt-in 🖉							5	CONTENT	SETTINGS	del REPORTS	Save All	
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Last few spots I day	Droft											
+ Add Email				nt, stunned by the r								
			avourite musicians		saming back at yo	u, touching them w	with your musi	c and sending o	chills down their spine	5.		
		With rehearsa	is approaching, de	adines creeping u	p on you, and the	band nagging you	i for their parts	, there is one p	iece missing in this p	erfect puzzle.		

The first couple of emails were Emotionheavy and didn't sell at all but did contain meaningful CTA's to build Trust and Engagement.

All Emails followed the same basic structure of Hook, Problem, Solution, Ask and shared the Tone of Voice and Style we helped Black Note to discover.

	TIONS FORMS <b>SEQUENCES</b> BROADCASTS ?								
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Fast, Accurate Transcriptions	STATUS WHEN TO SEND PREVIEW Draft  + after 2 days								
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A Lifetime Draft Draft 1 day	Hey ([ subscribe: frst_name ]).								
Last few spots	Thams for sharing the stories of your likes strongers with finding fast, accurate sheet music! If you missed the opportunity you can always do so <u>both</u> .								
+ Add Email	We've all been through the pain and flustration of not being able to find the music we're looking for.								
	Now, imagine that the next time yourse faced with finding sheet music, you have a quick and single solution. Imagine that any piece of music can be made available to you, is any format, ananged and written specifically for you.								
	At Black hole, we provide that, premium, professional transcription, anraging, resultion, and engraving services. We welp you spend sets time wontying about finding more music so that you can spend more time doing what you tow, whether it's leading, stepring, composing, or								

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We designed an 'Artist's Profile' Newsletter to showcase Black Note's incredible customers.

It used the same narrative structures as Hollywood Film writers to build strong, emotional connection, fast with Email Subscribers.



**R O B** @ **P L E X Y** . **C O** . **U K** 

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