



BLACK NOTE TRANSCRIPTIONS

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

...with Plexy

Who?

BLACK NOTE TRANSCRIPTIONS

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.

Why?

SUCCESSFUL LAUNCH

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

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.

What?

EMAIL MARKETING AND MARKETING CONSULTANCY

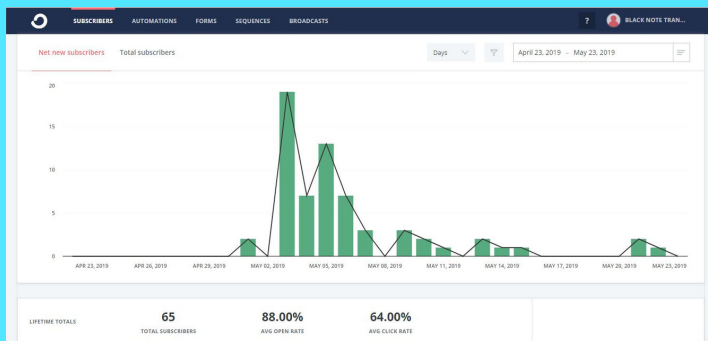
Plexy designed a high-converting Email Marketing Campaign and Digital Strategy which helped get over 70 customers in just 24 hours!

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.

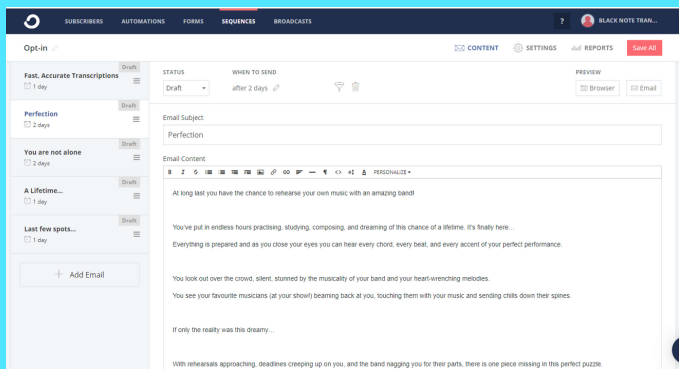
How Black Note achieved 88% Open Rates and 64% Click-Through's with Email...

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**.



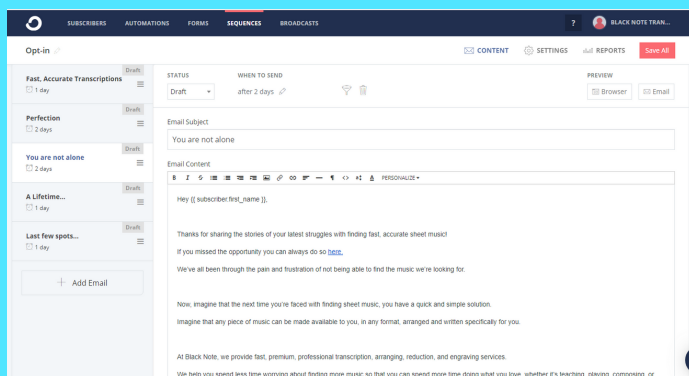
Yep you read that right!

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.



The first couple of emails were Emotion-heavy 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.



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.



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