

Crowning Success for Kingsley North with Email Marketing

KEY METRICS



+300%
Email Campaigns Sent



+145%
Revenue Growth (Dec '24 YoY)



+4
Additional Staff to Fulfill Orders

The high-end jewelry industry has long relied on traditional customer engagement, leaving email marketing an underutilized afterthought. Many businesses struggle to blend legacy with personalized digital communication. Here's how Kingsley North and Logical Position transformed email marketing into a powerful revenue driver, using strategic segmentation, gradual scaling, and targeted content to rejuvenate a brand's digital presence.

ABOUT KINGSLEY NORTH, INC.

Since 1977, [Kingsley North, Inc.](#) has supported lapidary and jewelry artists worldwide. As a family-owned business, they pride themselves on their unwavering commitment to quality products, competitive pricing, and exceptional customer service. With a robust inventory and knowledgeable staff, Kingsley North has been a cornerstone in the lapidary and jewelry-making community for decades.



Objective

To evolve the email marketing program from a basic communication tool into a revenue-generating channel while maintaining customer engagement and satisfaction.

Goals

- Grow their email contact list
- Increase campaign frequency without overwhelming recipients
- Convert newsletter subscribers into loyal customers

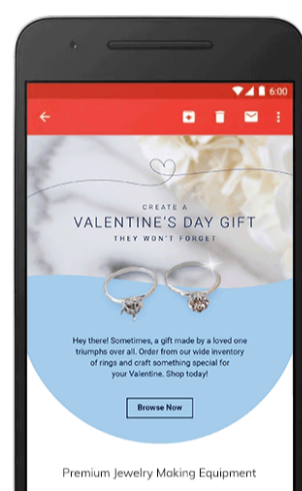


Our Approach

Our team worked closely with Kingsley North to identify growth opportunities within their email marketing strategy.

Including the following initiatives:

- Audience segmentation to target the most engaged customers with personalized campaigns.
- Gradually increased email frequency from two to eight campaigns per month over the course of a year.
- Focused on creating value-driven campaigns that kept customers interested, whether they were ready to purchase or not.
- Monitored performance metrics to refine strategy and ensure sustainable growth.



Challenges

Balancing increased email frequency without alienating subscribers.

Maintaining strong engagement rates while scaling up campaign volume.

Adjusting marketing strategies to align with tight margins in the jewelry and lapidary industry.

Strategy

The strategy was designed around two main pillars: optimizing workflows and running dedicated promotional campaigns. The workflow approach included a welcome series, educational content, and a drip campaign to engage users and build a loyal audience. Meanwhile, promotional campaigns leveraged sales opportunities and exclusive offers to attract first-time buyers and extend lifetime value with repeat purchases.

Segmentation: We divided the email list into targeted segments to ensure campaigns were relevant and engaging to recipients. This increased open rates and warmed up the sender reputation to reach more inboxes.

Gradual Scaling: Slowly increased email volume to specific niche audiences with higher engagement to improve campaign metrics and send relevancy signals.

Value-Focused Content: Through audience segmentation, our team crafted unique campaigns that engaged recipients and built brand loyalty with warm audiences who needed more time to purchase.

Promotional Flexibility: More refined targeting enabled Kingsley North to run promotional sales with ardent supporters without compromising cross-channel profit margins.



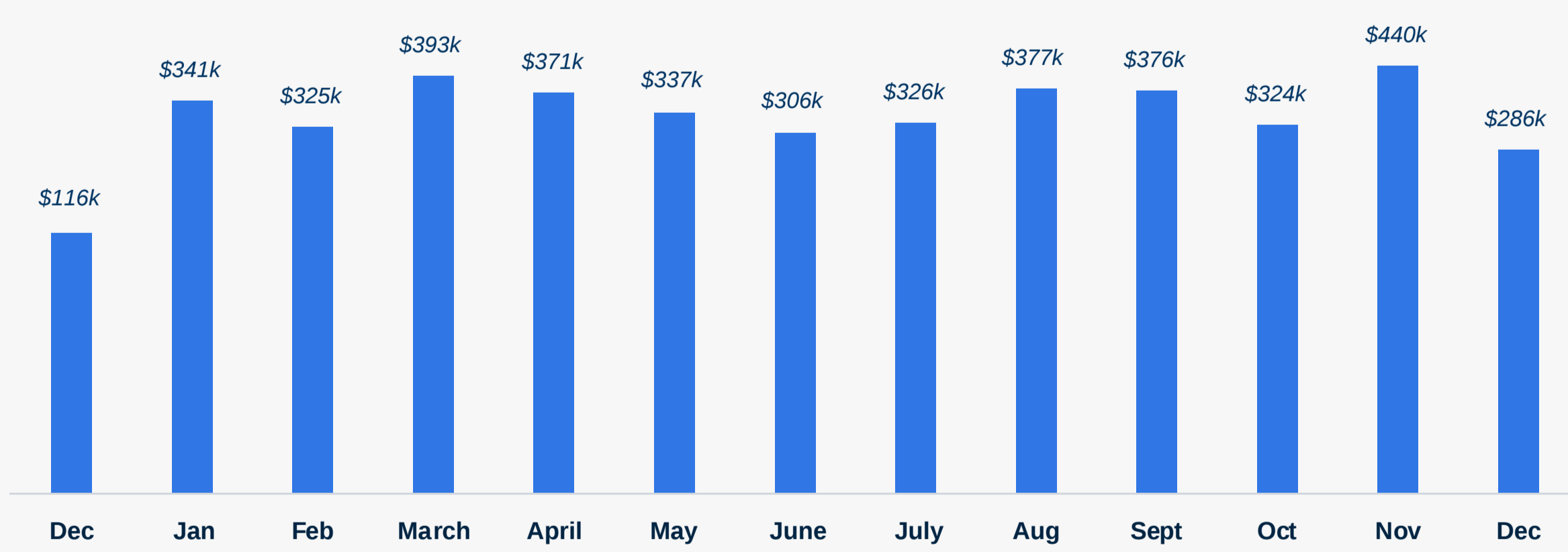
Results

Kingsley North immediately saw substantial revenue growth from its improved email marketing strategy.

All-Time Campaign Metrics

AD-ATTRIBUTED REVENUE	TOTAL REVENUE	CONVERSION VALUE	RECIPIENTS	UNIQUE OPENS	UNIQUE CLICKS	AVERAGE ORDER VALUE
+51%	+10%	+59%	+139%	+110%	+17%	+8%

Email Marketing Revenue Growth (Dec '23 - '24)



IMPACT

The success of the email marketing strategy had tangible effects on Kingsley North's operations:

- Increased revenue allowed the company to hire additional staff to handle the growing volume of orders.
- Improved margins provided more flexibility in running sales and promotions.

Tips For Achieving Similar Results

- Start Small:** Gradually increase campaign volume over time, using performance data to guide scaling.
- Focus on ROI:** Even small returns can justify additional campaigns if they consistently perform well.
- Segmentation is Key:** Tailor messages to specific customer segments for better engagement and conversions.
- Monitor Metrics:** Continuously track performance to adjust strategies and maintain customer satisfaction.

With Logical Position's guidance, Kingsley North transformed its email marketing strategy, unlocking new growth opportunities and cementing its legacy as a trusted partner in the lapidary and jewelry-making industry.

[Learn More](#)