SWEETSPOT DIGITAL MARKETING · JAMES EACOTT

Klaviyo Revenue Engine

For founder-led Shopify brands whose email should be earning far more than it is. I audit your Klaviyo account, then build the automated flows that keep selling while you get on with running the business.

38% → 58%
email's share of online revenue, UK sports nutrition brand (2021–2025)

~9×
more orders from email campaigns per month over the same period

4.3k
retreat leads captured from one Reel via comment-to-DM, A Yarn Story

Results from 7+ years running email for a UK sports nutrition brand (anonymous at their request) and 2+ years with A Yarn Story, Bath. Revenue share is Klaviyo-attributed revenue divided by total online sales, using the same method every month.

Sound familiar?

- Your flows were set up years ago (or never), and nobody's touched them since.
- You send campaigns when you remember, not on a plan.
- You can't say which emails actually make money.
- You know email matters, but there's no time to fix it properly.

Packages

Klaviyo Audit

£495

- Account, flows, segments and list health reviewed
- Deliverability check (authentication, spam risk)
- Recorded walkthrough and a prioritised fix list
- Fee credited towards the build if you go ahead within 30 days

Most popular

Revenue Engine Build

£2,950 fixed price

- Everything in the audit
- Four core flows built or rebuilt: welcome, abandoned cart and browse, post-purchase, winback
- Copy, design and segmentation for every email
- A simple dashboard showing what each flow earns
- 30 days of tweaks after launch

Ongoing support

from **£1,200** / month

- Planned campaigns, written and sent each month
- Flow testing and optimisation
- Monthly report with next priorities
- Scope agreed up front, no hourly billing

Founding-client rate: Revenue Engine Build for £1,950 (save £1,000), for my first three clients. In return: a short testimonial, permission to publish anonymised results, and, if you're happy to, an introduction to anyone you know who could benefit.

How it works

1. **Intro call**
30 minutes to see if it's a fit. No charge.

2. **Audit**
I review your account and send a walkthrough within a week.

3. **Build**
Flows written, designed and tested. Usually 2–3 weeks.

4. **Launch and tune**
Flows go live, and I adjust them over 30 days.

Good to know

- For brands on Shopify and Klaviyo.
- I need account access, brand assets, and approvals within a few working days.
- Results depend on list size, products and offer, so I don't promise a revenue figure. I show you what each flow earns.
- Remote by default. Happy to meet in person for kick-off where practical.

About me

I'm James. I've run email and digital marketing for a UK sports nutrition brand since 2018, and I'm the marketing partner for A Yarn Story in Bath. I build the systems myself, including AI workflows that cut campaign production from about 8 hours to 2.

Book a free 30-minute intro call
[booking link]

[email address] · [website] · LinkedIn