



Get**Emails**



## SUCCESS STORY: KIM ROACH / INSANELY GOOD RECIPES

Kim Roach teaches bloggers, authors, coaches, and thought leaders how to increase their traffic. Her blog *Insanely Good Recipes* went from experiment to viral expansion, and GetEmails is helping it expand faster.

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**"I LOVE GetEmails. We've gone from 100 to 600-800 emails per day. In all my years online, this is one of the biggest breakthroughs I've ever seen."**



**Kim Roach**  
Owner  
[InsanelyGoodRecipes.com](http://InsanelyGoodRecipes.com)

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### The Problem

Kim Roach knows the value of a rapidly growing email list to a blogger. In her words, a quickly growing email list allows bloggers to:

- ✓ Charge more for direct email advertisements
- ✓ Open the doors to new possible advertising partners
- ✓ Increase overall traffic, social media shares, and grow a following (every time she sends, it raises the value of a subscriber)
- ✓ Have a large email list that gives the ability to run viral giveaways
- ✓ Increase the value of the blog itself by virtue of list growth (Kim is most excited about this; she may sell her site in 10 years)

The problem we set out to solve was simple:

**Grow Kim's email lists as quickly as humanly possible.**

## The Solution

Kim saw us on a Facebook ad and was very skeptical at first.

After reading through all of our case studies, playbooks, and watching just about every single one of our *Permission Shmarketing* podcasts, she gave it a shot.

In under a minute, she installed the script on every page of her site and set up our one-click integration with ConvertKit.

## The Result

Kim's email list growth spiked from 100/day to 600-800/day.

Kim was previously acquiring subscribers on Facebook for 75 cents, and now pays us 20 cents per record for 20k/mo.

Kim's blog is accreting all the benefits of a rapidly growing email list: new advertising partners, the ability to charge more for ads, increased blog traffic, running viral giveaways, and increasing the value of the blog itself for a future sale.

Don't take it from us - read Kim's words yourself:

I Love GetEmails!  Inbox x



**Kim Roach**

to adam ▾

Hi Adam,

Just wanted to send you a quick email to let you know how much I'm LOVING GetEmails :)

We've gone from just 100 new email subscribers per day to 600 - 800 per day.

In all my years online, this has been one of the biggest breakthroughs I've seen.

So first - thank you for creating this. It is a game-changer. And I'm sure MANY people have been telling you the same.

Mon, Mar 16, 1:21 PM (5 days ago)

