

SUCCESS STORY: KIM ROACH / BUZZBLOGGER



Kim Roach teaches bloggers, authors, coaches, and thought leaders how to increase their traffic. Kim has been blogging, coaching, and creating digital products since 2008.

"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
Buzzblogger.com

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)

