

How The Art of Lutherie Doubled New Email Subscribers Using PlusThis

PlusThis® offers a toolkit of 50+ tools and integrations for small business Marketing Automation software. Some of our more popular features are our Facebook and expiring offer tools. Here's how The Art of Lutherie uses PlusThis to double their mailing list in a short timespan.



About Tom Bills

Tom Bills is the founder of The Art of Lutherie and teaches others how to build handmade guitars through online courses. Tom is responsible for all aspects of maintaining his membership site including video courses, sales videos, webinars, articles, and everything else.

The Challenge

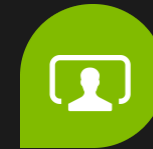
Establish Personal Connections Through Special Offers and Generate New Subscribers

"Among other challenges, I needed a better way to interact in a more personal and accurately targeted level with my contacts. I hated the old way of blindly sending people time-based chains of emails regardless of what actions they were taking, as it just seemed cold and impersonal.

A big part of my brand is about personally interacting with my students, so having a personal feel to everything and actually serving them well based on tier actions/reactions, even if it is automated, is very important to me.

I also had been wanting a way to make special offers that expired and to make them to only certain segments of my list. Basically, I wanted to find ways to double my monthly member sign ups and new monthly email subscribers."

TOP CHALLENGES FOR TOM



Interacting with clients with a personal feel (while still being automated)



Creating limited time offers for segments of a list



Increasing monthly member sign ups and new email subscribers

The Fix

How We Used PlusThis


"I'd been hoping to try many of the PlusThis tools for years, but I needed some help determining where to start in order to expedite growth.

I built out a new upgraded main campaign and also a Black Friday promotion that uses countdown timers, expiring offers, and video triggers to deliver free videos and follow up when necessary to boost consumption of the videos. I use expiring offers and countdown timers to give contacts a special offer that only lasts 3 days. I love how the smart links redirect to a non-offer page after the time period is up. I used to manually take down the offer page at midnight when it ended, and now I don't even have to think about it because PlusThis handles it for me and also does it for each individual contact ...amazing!

I'm also using the Facebook lead ads tool to drive people into the main funnel in a very cost effective way (about 50 cents per qualified lead). We also created an improved subscription renewal reminder using the date calculator tool to help my current subscribers to be notified when their yearly subscription will soon renew.

I haven't even scratched the surface yet of all PlusThis can help me do. I am planning some big changes to my membership site and PlusThis tools such as Video Triggers will be instrumental in helping engage better with my students and to provide a better and more personalized experience for them so they can get more value from my courses and improve their guitar making skills faster."

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INSTRUCTION | INSPIRATION | INNOVATION



FRET SAW GIVEAWAY
theartoflutherie.com

01 10 14 52
Day Hours Minutes Seconds

Hey!

There's only 3 days left to enter the Fret Saw Giveaway!

You can't win if you don't enter, and if you did enter already, then go get some more entries to increase your chances!

CLICK HERE

Ends March 19th!

Thanks for being part of The Art Of Lutherie!

Easily add countdown timers, custom dates, and redirect smart links into your emails

Results

"Using PlusThis more than doubled my new email subscribers in my first test of the Facebook Lead Ad tool.

So far, PlusThis has helped me to better serve and engage my subscribers in a more interactive and personal way which is of utmost importance. The great thing is that at the same time, it is helping me to begin the first baby steps of scaling my business. It is also giving me a glimpse of how we can continue to grow in the future in a solid, service-first, way that isn't hard-selling or gimmicks, but simply smarter and more personalized to my members and students needs.

PlusThis has already saved me many hours of work and the stress of trying to manually manage special offers."



The Art Of Lutherie

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Simple Facebook Lead Ad

CAMPAIGN

Campaigns > Black Friday Special Offer - 2018

Edit

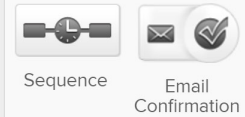
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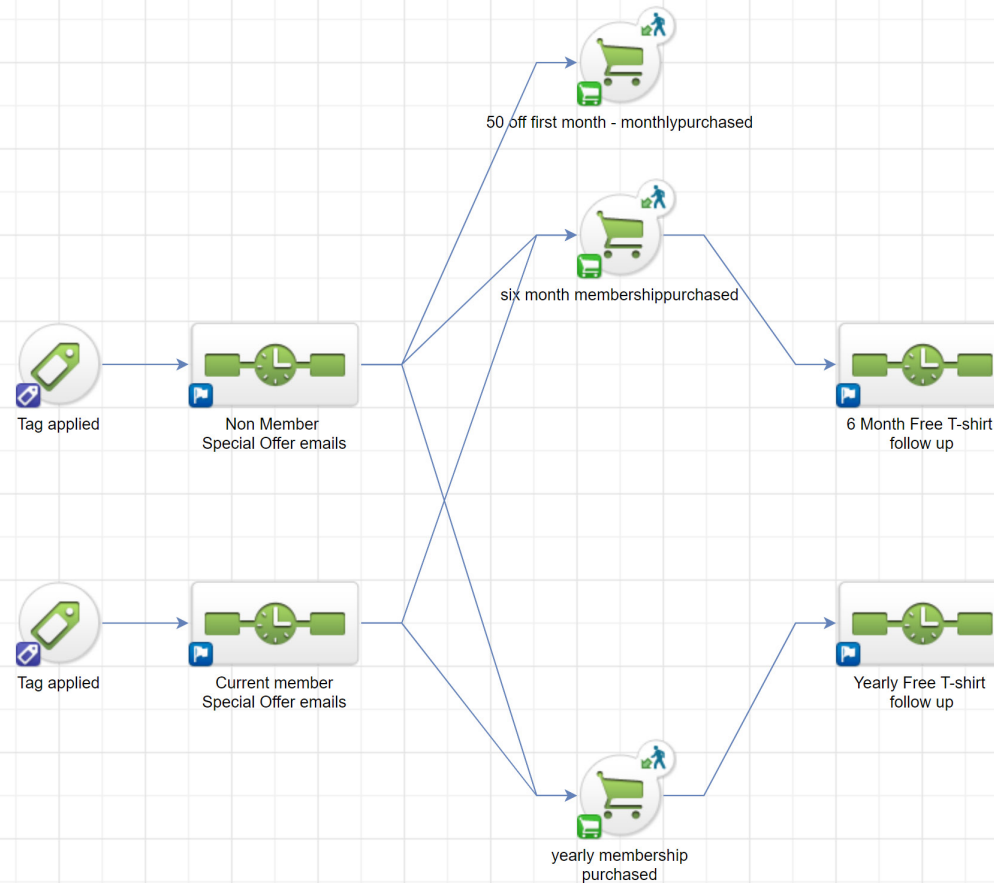
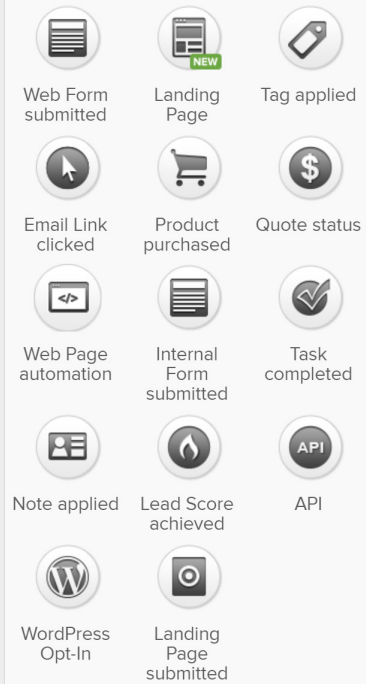
Campaign Tools

Leave Feedback

Sequences



Goals



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Example Black Friday campaign inside of Infusionsoft

Want to learn more about how **PlusThis** can grow your sales while saving time and money? [Let's Talk](#)

[Request a Demo](#)

About PlusThis

[PlusThis®](#) offers a toolkit of 50+ tools and integrations for small business Marketing Automation software. Some of our most popular features for small businesses include: SMS, Countdown Timers, Video Tagging, Facebook Syncing, Evergreen Expiring Links, Webinar Connections (GoToWebinar, Zoom, WebinarJam), Split Testing, and more. PlusThis processes over 20m tool runs a month and is established as the leader in marketing add-ons.

INTERESTED IN LEARNING MORE?

Contact bryce@plusthis.com for more information

About The Art of Lutherie

Tom Lutherie has been handmaking guitars for over 29 years and has started to share his passion with others on his site, [The Art of Lutherie](#). His main site leads prospective customers to his membership site called LuthiersEDGE, where members take part in online courses to learn the skills needed to produce their own handmade acoustic guitars.

LuthiersEDGE provides individuals with all of the necessary tools (including videos, monthly webinars, private Facebook group, and more) to shorten their learning curve, build better guitars, and make fewer mistakes.