

# EMAILS THAT SELL IN 2026!

YOUR 2026 EMAIL GAME PLAN.



[KWMARKETINGUK.CO.UK](http://KWMARKETINGUK.CO.UK)

**KW.**  
MARKETING

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# HELLO!

I'M KATE, FOUNDER OF **KW MARKETING**.

We're on a mission to become the **UK's #1 Food & Drink Digital Marketing Agency**, supporting ambitious brands like yours to grow quickly, authentically, and profitably. We know this industry inside out, and **our data-led strategies are proven to boost sales and build a loyal customer base**.

If email should be doing more for your business, you're in the right place. I know how overwhelming growth can feel, especially when email becomes reactive, discounts start doing the heavy lifting, and results feel inconsistent. That's *exactly* why we're here today, to cut through the noise and focus on what *actually* drives results in 2026.

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poppycooks

Jane's Patisserie

RYDERS BAKERY

PIPERS FARM

kolamba

POPCORN KITCHEN

BodyMe

the old  
ware  
house

BARBUOY  
COCKTAILS

DEVON  
DISTILLERY

MILES

CORNISH  
CHEESE  
Co



LET'S  
DIG IN!

# HOW CONFIDENT ARE YOU IN YOUR EMAIL MARKETING?

BE HONEST... 😊 🤖 😬?



EMAIL ISN'T BROKEN.

BUT, MOST BRANDS ARE RUNNING IT REACTIVELY.

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# REACTIVE EMAIL...

WHEN EMAIL FEELS BUSY, BUT NOT EFFECTIVE

- CAMPAIGNS SENT LAST MINUTE
- DISCOUNTS DOING THE HEAVY LIFTING
- NO STRUCTURE, NO RHYTHM
- RESULTS FEEL RANDOM

Email becomes something you react to, not something that **reliably drives revenue into your business.**

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From: Surreal  
Subject: Monday is cancelled.

**SURREAL**

**It's Black Friday  
somewhere...**

GET 20% OFF



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# THE HIDDEN COST OF REACTIVE EMAIL

## WHAT YOU DON'T ALWAYS SEE ON THE SURFACE

- **MARGINS SHRINK** as discounts carry the revenue
- **TRUST ERODES** when every email feels promotional
- **ENERGY DRAINS** as decisions are made under pressure
- **REVENUE SWINGS** instead of flowing consistently

Over time, email stops feeling like an asset, and starts feeling like a burden.

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# RETENTION = THE PROFIT LEVER

INCREASING RETENTION BY 5%  
CAN INCREASE PROFITS BY 25%-95%



IF YOUR EMAIL IS MOSTLY  
PROMOS, YOU'RE LEAVING  
PROFIT ON THE TABLE.

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ACTION:

**PULL YOUR LAST 90 DAYS:  
% OF REVENUE FROM RETURNING  
CUSTOMERS + REPEAT RATE.**

**IF YOU DON'T KNOW IT, YOU CAN'T GROW IT.**



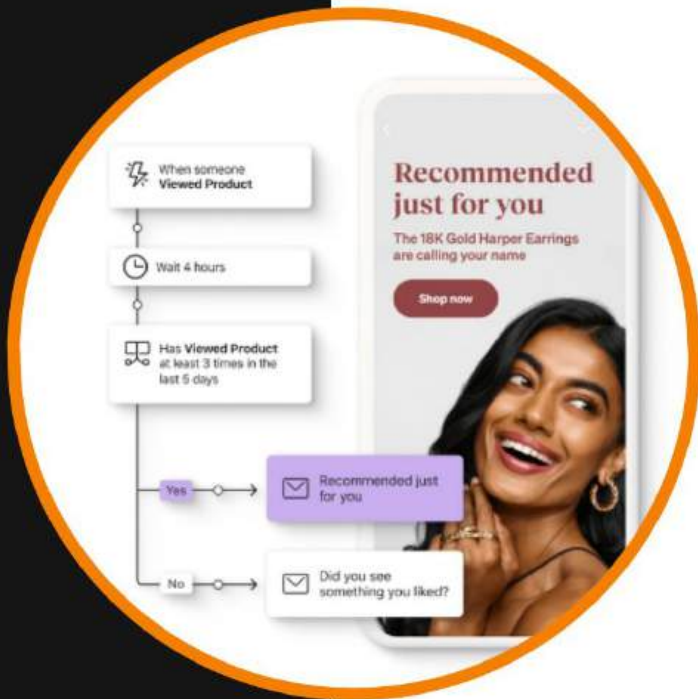
**59% OF CONSUMERS SAY EMAIL  
INFLUENCES PURCHASING DECISIONS.**

**YET, ONLY 36% OF BRANDS MAKE IT A PRIORITY.**

**SOURCE:** HUBSPOT



BUT, WHAT SHOULD EMAIL BE  
DOING FOR MY BUSINESS?



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# EMAIL IS YOUR BIGGEST GROWTH LEVER

- SUPPORTING CONSISTENT, PREDICTABLE REVENUE
- REDUCING RELIANCE ON PAID MEDIA AND DISCOUNTS
- STRENGTHENING CUSTOMER RELATIONSHIPS OVER TIME
- GIVING YOU A CHANNEL YOU *ACTUALLY* OWN

When email is working properly, it doesn't just drive sales - it supports smarter decisions across the whole business.

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# YOUR 2026 EMAIL ENGINE

- **FLows = PREDICTABLE BASELINE REVENUE**
- **CAMPAIGNS = PLANNED MOMENTS, NOT PANIC SENDS**
- **SEGMENTATION = RELEVANCE WITHOUT VOLUME**

If email feels stressful, it's because it's doing jobs it was never designed to do

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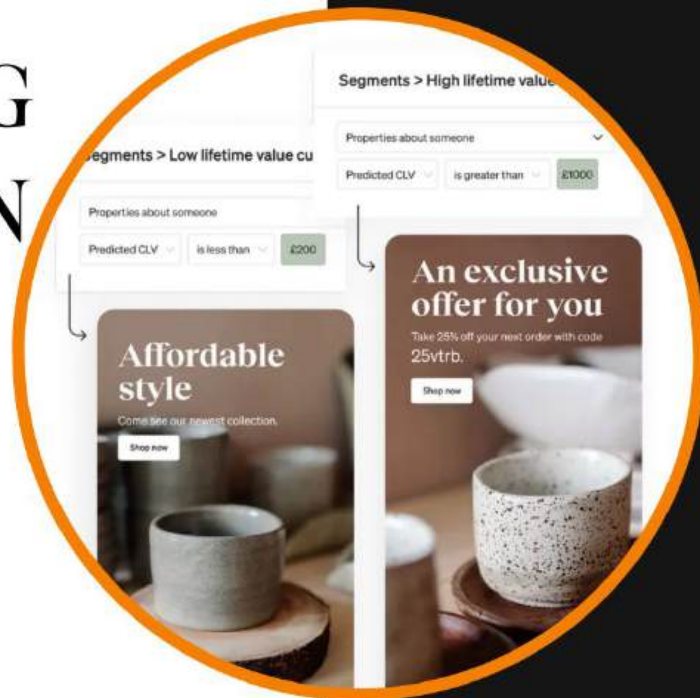
# WHAT HIGH-PERFORMING EMAILS HAVE IN COMMON

## IT ISN'T LOUDER... IT'S MORE INTENTIONAL

- **FLOWS DRIVING 30-50% OF REVENUE:** Automated journeys doing the heavy lifting in the background.
- **CAMPAIGNS PLANNED MONTHLY:** Not rushed, not reactive - aligned to business goals.
- **CLEAR INTENT BEHIND EVERY SEND:** Every email has a purpose, not just something to say.
- **FEWER EMAILS, BETTER TIMING:** Relevance beats frequency, every time.

Email starts working for the business... not the other way around!

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OWNED BEATS  
RENTED IN 2026



WHEN BUDGETS TIGHTEN,  
THE CHANNEL YOU OWN  
IS THE ONE THAT STAYS  
RELIABLE.

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# 2026 IS ABOUT PRECISION NOT VOLUME

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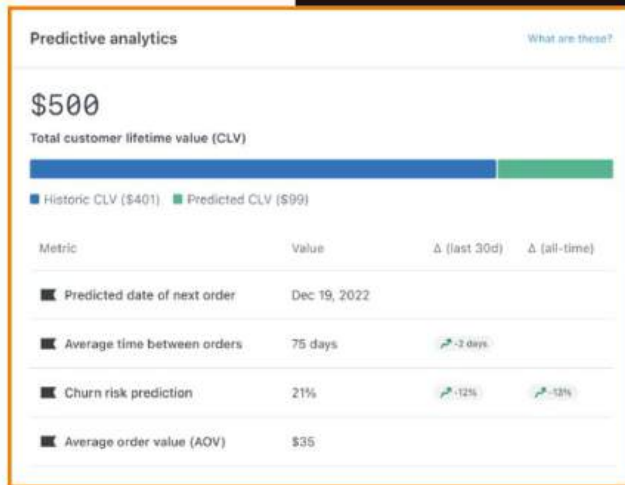
## GROWTH IN 2026 WON'T COME FROM SENDING MORE!

It will come from sending the *right* emails, at the *right* moments.

- **SMARTER TIMING:** Messages triggered by behaviour, not guesswork.
- **BEHAVIOUR-LED MESSAGING:** Email based on what customers actually *do*.
- **FEWER DISCOUNTS:** Revenue driven by relevance, not margin erosion.
- **MORE PREDICTABLE REVENUE:** A channel you can plan around, not hope for.

Precision creates consistency. Consistency creates growth.

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ACTION:

**IF EMAIL REVENUE ISN'T BEING  
TRACKED WEEKLY, FIX THAT FIRST!**

**REVENUE BY FLOW VS CAMPAIGN.**



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# NOW, IT'S OVER TO YOU!

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- WHAT'S WORKING (OR NOT!) RIGHT NOW?
  - ARE YOU USING FLOWS OR JUST CAMPAIGNS?
  - WHAT % OF YOUR REV. COMES FROM EMAIL?
  - WHAT'S YOUR BIGGEST BARRIER TO SCALING?  
(Budget? Time? Knowledge? Not knowing where to start?)
-

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# CASE STUDY:

## WITH THE CORNISH CHEESE CO.

### → CHALLENGE:

Email marketing lacked consistency and a conversion strategy.  
Flows not optimised.  
No consistent social presence.  
Loss of profit.

### → STRATEGY:

Revamp current flows & add extras (Browse Abandonment Flow, Anniversary Flow, etc.).  
Optimise cross-channel strategy with the aim of D2C growth.

### → Q4 RESULTS:

52% REVENUE GROWTH  
46.18% EMAIL REVENUE GROWTH  
10X ROAS ON META  
743% INCREASE IN TIKTOK FOLLOWERS

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# HERE'S WHAT TO DO NEXT...

- **PICK ONE FLOW TO OPTIMISE BEFORE ADDING ANOTHER**
- **REDUCE CAMPAIGN FREQUENCY, INCREASE INTENT**
- **SEGMENT BY BEHAVIOUR, NOT GUT FEEL**
- **SET ONE EMAIL GOAL FOR Q1 (REVENUE, AOV, REPEAT RATE)**

Precision doesn't mean complex. It means deliberate.

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# WE'VE TALKED ABOUT...

1.

WHY EMAIL STILL  
MATTERS

2.

WHAT'S CHANGED  
IN 2026

3.

THE MISTAKES WE  
SEE TOO OFTEN

4.

WHAT ACTUALLY  
WORKS

5.

REAL EXAMPLES  
FROM REAL BRANDS

We're passionate about helping food & drink brands **turn email into a reliable growth channel**, not just with ideas, but **with strategies that actually DRIVE results** 🔥

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# YOUR NEXT STEP...

## THE EMAIL GROWTH ACCELERATOR

For brands who want a system... not more ideas!

### INSIDE THE ACCELERATOR:

- A clear email strategy you can stick to
- Automated flows doing the heavy lifting
- Campaigns planned with intent (not panic)
- Confidence in what to send, when, and why

This isn't about quick wins. It's about building structure that supports growth.

**SMALL COHORT. BY APPLICATION. WAITLIST ONLY.**

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SCAN TO JOIN  
THE WAITLIST!

A top-down view of several brownies and chocolate chips scattered on a dark surface. The brownies are broken into irregular pieces, showing a cracked top layer. The chocolate chips are small and round, scattered around the brownies. The overall lighting is soft and slightly dim, creating a warm, indulgent atmosphere.

# Q & A

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# FUELLING FOODIES



THE FOOD MARKETING PODCAST

LISTEN NOW ACROSS ALL PODCAST STREAMING PLATFORMS



APPLE  
PODCASTS



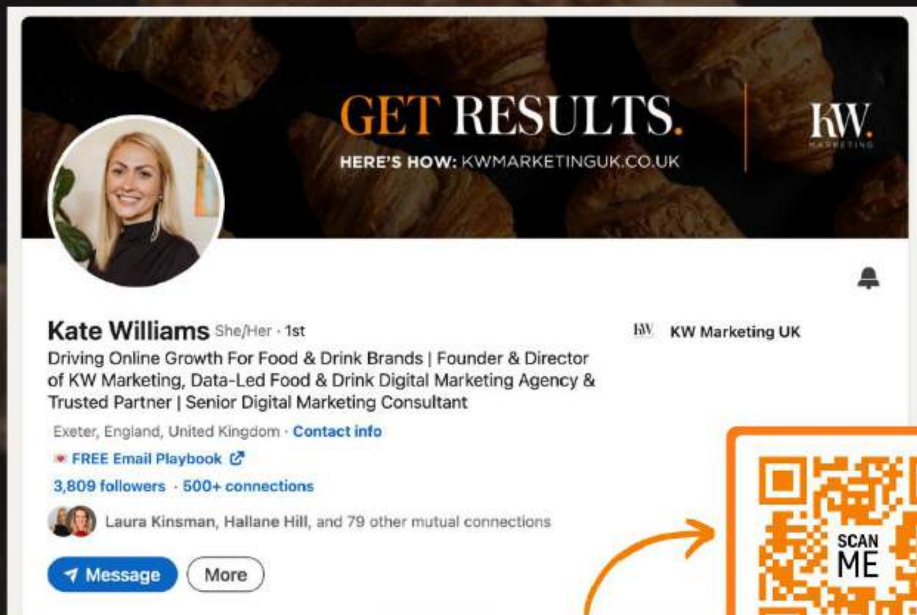
Listen on  
amazon music

& MORE

# THANK YOU!

FIND US AT

@KWMARKETINGUK



**GET RESULTS.**  
HERE'S HOW: [KWMARKETINGUK.CO.UK](http://KWMARKETINGUK.CO.UK)

**Kate Williams** She/Her · 1st  
Driving Online Growth For Food & Drink Brands | Founder & Director of KW Marketing, Data-Led Food & Drink Digital Marketing Agency & Trusted Partner | Senior Digital Marketing Consultant

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