



ITLT ACADEMY

Email & lifecycle

Consulting brochure

Email & lifecycle marketing

CRM programmes that compound - journey design, trigger architecture and retention economics.

Engagement phases - deliverables - sample artefacts - pricing approach

What ITLT Academy does for lifecycle

Email is the highest-margin channel most brands under-invest in because nobody owns the lifecycle roadmap. We design the programme end-to-end: journey architecture, trigger logic, offer cadence, creative system and deliverability.

We work across Klaviyo, Braze, Iterable, Salesforce Marketing Cloud and HubSpot. The goal is predictable repeat revenue and retention economics that stand up in a board pack - not 'newsletter open rate'.

Deliverables you will receive

- Lifecycle audit - current journeys, triggers, frequency, deliverability
- Customer-value model by cohort and acquisition channel
- Journey map for acquisition, activation, retention and win-back
- Trigger architecture aligned to product events and commercial KPIs
- Creative system - templates, copy framework, personalisation rules
- Governance model - briefs, approvals, test logs, deliverability monitoring

Engagement phases

- **Discover** - audit existing data, stakeholder interviews, baseline metrics and the questions you cannot yet answer. Typical length: 2-4 weeks.
- **Design** - a plan you can defend to finance: scope, deliverables, assumptions, risks, and the first 90 days of work. Typical length: 2-3 weeks.
- **Deliver** - we run the work with (or inside) your team - governance, cadence, tooling and sample artefacts are agreed up-front. Typical length: 8-24 weeks.
- **Embed** - handover pack, playbooks, dashboards, training sessions and an optional monthly retainer for continuity.

Who typically engages us

- Ecommerce brands whose CAC is rising faster than LTV
- Subscription businesses rebuilding onboarding and churn journeys
- B2B teams blending marketing automation with sales outreach
- Teams migrating ESP or CDP and wanting a clean start

Pricing approach

Engagements are priced in fixed-scope blocks or time-boxed retainers - never open-ended. A typical diagnostic is a two to four-week fixed fee; full engagements are scoped from a signed statement of work with weekly review gates. Pricing ranges are shared in writing during the scoping call so procurement has no surprises.

Governance & cadence

- Weekly working session with named consultant + delivery lead
- Shared delivery board - every task, owner, decision logged
- Monthly steering review with your executive sponsor
- Written end-of-engagement readout plus 90-day success plan

Start with a scoping call

Share your ESP/CRM stack, current trigger list and the retention metric you care about most - we will come back with a shape for the engagement.

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