



Retention Marketing Plan

Turning first-time olive oil buyers into a repeat-revenue engine.

Prepared by

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What's inside

Wild Groves already nailed the hard part. Real California EVOO, COOC certified, and an audience that actually cares (10k+ engaged on Instagram and climbing). What's leaking is the second purchase. Right now you're paying to acquire customers who buy one bottle and drift off. This plan fixes that. It turns the traffic you already pay for into repeat orders, fatter margins, and a customer base that reorders on its own. Here's how we get there.

01

The Opportunity

02

Who We're Talking To

03

The Plan

04

What Happens Next

You're renting customers you already own.

Paid ads are a turnstile. You pay every single time someone walks through. Retention is the part where they stop walking back out.

Olive oil runs out on a clock

A consumable is the best possible product for repeat revenue, because demand resets on a schedule you can predict. Someone finishes a bottle in four to eight weeks whether you email them or not. Right now most of that reorder is walking out the door and buying whatever's on the grocery shelf instead. That's revenue you already earned once and are handing back.

The second order is where margin lives

A customer who buys twice is worth far more than two customers who buy once, because you paid the ad cost only one time. Every reorder we recover lands close to pure margin. For a brand leaning hard on paid acquisition, that's the fastest route to a healthier bottom line without spending another dollar on ads.

THE SHORT VERSION

A consumable product, a real certification, and a loyal audience. That's a retention program that compounds instead of leaking.

Six buyers, six reasons, six messages.

Your list isn't one audience, it's at least six. Each one buys for a different reason, so each one hears a different angle. Same oil, different story.

SEGMENT	WHY THEY BUY	THE ANGLE WE LEAD WITH
Health-focused	Polyphenols, a daily ritual, the heart-health halo	<i>"Your daily tablespoon of real EVOO"</i>
Home cooks	Taste, versatility, recipes they'll actually make	<i>"Make everyday meals taste restaurant-level"</i>
Gift buyers	A premium gift that gets used, not shelved	<i>"A gift they'll actually use"</i>
Skeptics	Authenticity, certification, proof of freshness	<i>"Know exactly where your oil comes from"</i>
California locals	Regional pride and the family grove story	<i>"Northern California grown, family-made"</i>
Replenishers	Value, convenience, never running out	<i>"Refill your kitchen with fresher oil for less"</i>

This segmentation is the spine of everything that follows. Every flow and every campaign gets pointed at the segment it's built for, so nobody gets the wrong message. The skeptic gets certification. The home cook gets recipes. The replenisher gets a one-tap reorder. That's how open rates stay high and unsubscribes stay low.

Four systems doing the heavy lifting.

Automations catch revenue on autopilot. Campaigns keep the brand in the inbox. Subscribe & Save locks in reorders. List growth feeds all of it. Built in that order.

01 Lifecycle flows — the always-on layer

These fire on behavior, not the calendar, so they earn money while you sleep. Set them up once and they run for every new customer without you touching a thing.

Welcome

Abandoned Cart

Abandoned Browse

Replenishment

VIP (4+ orders)

Winback

Advanced Post-Purchase

The Replenishment flow is the quiet MVP. Olive oil runs out. We time the nudge to land right when the bottle does, so reordering feels like a reminder, not a sales pitch.

02 Campaign calendar — the always-fresh layer

A monthly rhythm so you show up in the inbox with a reason to open, not just a discount. Education builds trust, recipes drive usage, drops create urgency.

Theme drops

Education

Recipes

Seasonal

New oil releases

Stories from the grove

03 Subscribe & Save — the lock-in layer

A build-your-own monthly box with real incentives (free shipping, member-only pricing) so your best buyers stop deciding whether to reorder and just do. This is the single biggest lever on lifetime value, and for a consumable it's a natural fit.

04 List growth — the fuel

None of the above matters if the list isn't growing. We A/B test popup images, headlines, and subheaders to push form submit rates into the 6 to 9 percent range, then feed those subscribers straight into the Welcome flow.

Where we start.

We lead with the flows, because that's revenue you're leaving on the table today, not next quarter.

Welcome, Abandoned Cart, and Replenishment go live first. Those three alone recover the bulk of the money currently walking out the door. From there we layer in the rest of the automations, then the campaign calendar, then Subscribe & Save, then list growth. You end up with a system that runs with your name on it, not a pile of one-off emails that need babysitting.

Nothing here is a rip-and-replace. It's built on top of what you've already got so you keep the audience, the brand voice, and the grove story that's working. We just make it print money on repeat.

Let's map the first 30 days.

Reply to this doc and we'll get the foundational flows built and live, then walk the calendar together.

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