



Smoothie Challenge Email Funnel

Influencer-Led Lifecycle Campaign for
Product Adoption & Lead Generation

Overview

Designed a 9-day email nurture sequence in partnership with Lilsipper to drive adoption of Clean Lean Protein Digestive Support.

Goals

- Increase product sales
- Generate inbound leads
- Build habit-based engagement

Campaign Details

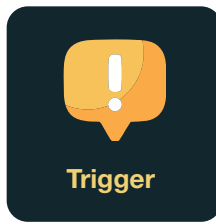
- Duration: 9 Days
- Audience: Health-conscious consumers & influencer audience
- Channels: Email & Instagram

Key Strategy

- Behavioral segmentation
- Education → engagement → conversion
- UGC integration
- Multi-touch monetization

Results

- Increased engagement through UGC participation
- Drove product consideration via segmented conversion paths
- Built repeatable lifecycle framework for future campaigns



Sign Up for
Lilsipper Smoothie Challenge

Welcome to the Challenge

Day 0

Food Shopping List

Day 1

Prep for Better Digestion

Day 2

Kickoff & Soft Conversion

Day 3

Yes

No

Exclusive Offer

Day 4

Bethany's Favorites

Day 5

#DigestWithBethany UGC

Day 6

Book Offer

Day 7

Almost There!

Day 8

Wrap-Up

Day 9

Exit to: Broader Newsletter
Nurture Stream

Bethany's Favorites

#DigestWithBethany UGC

Book Offer

Almost There!

Wrap-Up

Exit to: Broader Newsletter
Nurture Stream

Day 0: Welcome to the Challenge

STRATEGY

Sets expectations while reducing “cleanse anxiety.” Introduces Bethany to Nuzest followers.

Subject: You're in! Let's reset your digestion

Preview: This isn't a cleanse. Think of it as a reset your gut will thank you for.

Hi [Name],

I'm so excited you're here! Over the next several days, we're focusing on giving your digestion a break.

If you don't know me, I'm Bethany, aka Lilsipper. I've dealt with digestive issues for most of my life, and they nearly took my life. After years of struggling and finding no relief from conventional methods, I started taking matters into my own hands.

With guidance from a holistic doctor and a lot of trial and error, I learned how to better support my body. What to eat, how to prepare it, and how powerful simple foods can be.

That journey led me to partner with Nuzest to create my own special edition of Clean Lean Protein Digestive Support. It's made without artificial sweeteners, flavors, gums, or fillers and includes L-Glutamine and targeted probiotics.

Over the next week, you'll get recipes, prep tips, and a few of my go-to ingredients.

All designed to support your support digestion without overcomplicating things.

To get started, here's a little inspiration:

My go-to digestive boost [[Link to Digestive Boost for Gut Health](#)]

A cozy favorite to kick things off [[Link to Low Carb Pumpkin Spice Smoothie](#)]

We're keeping this simple and enjoyable. Keep an eye out for Day 1 of our challenge.

-Bethany



Day 1: Food Shopping List

STRATEGY

Removes friction early by introducing the product as a support tool, not a requirement.

Subject: Grab these before we start

Preview: Everything you need. Simple and easy to find.

Hi [Name],

I've kept this list **super simple**—think fruits, veggies, and a few staples you can mix and match throughout the week.

And if you want to make your smoothies more filling (and easier on digestion), I always recommend adding Nuzest's Clean Lean Protein Digestive Support. **Totally optional, but it really does make a difference.**

Grab your full list below and adjust based on what you love.

[**Download Here**](#)

Happy shopping! You've got this!

-Bethany

Day 2: Prep for Better Digestion

STRATEGY

Positions Bethany as an expert in gut health. Builds trust before conversion.

Subject: Don't skip this step

Preview: A few small prep tweaks will have your gut thanking you

Hi [Name],

Before we jump into recipes, let's talk prep. **How you prepare your smoothies matters just as much as what goes in them.**

Simple things like ingredient order, blending techniques, and portion balance can make a huge difference in how your body feels.

For example, have you ever thought about how bacteria on the surface of fruit can transfer inside when you cut into it? It's such a small detail, but it can impact digestion more than you think.

There's a lot more to consider, but don't worry, I made it easy for you: [\[Link to Smoothie Prep Guide\]](#)

These small changes go a long way.

See you tomorrow for our first smoothie!

-Bethany



Day 3: Kickoff & Soft Conversion

STRATEGY

Segmentation trigger. Invites commitment while introducing product benefits.

Subject: Day 1 starts now!

Preview: Let's ease in with a tasty treat.

Hi [Name],

We're officially starting!

Today's smoothie is one of my favorites. It's simple, balanced, and easy on digestion.

You don't *have* to include protein.

But if you want to stay full longer and better support your digestion, **I highly recommend it.** It's one of the easiest upgrades you can make.

Probiotic Cranberry Smoothie

Ingredients:

- 7 oz Greek yogurt
- 1/2 cup white sweet potato (pre-cooked)
- 1 cup frozen cauliflower (pre-steamed)
- A handful of frozen cranberries
- A splash of collagen water
- 1/2 tbsp grass-fed gelatin (it makes your smoothie super fluffy and also helps heal your gut)
- 1 scoop of my Probiotic Vanilla Digestive Support Protein

Directions:

1. It's easy, just blend all of your prepped ingredients together.
2. Enjoy!



Quick question before we continue—Are you interested in trying Clean Lean Protein Digestive Support? I might have a little something for you.

Yes!

Not Yet!

See you tomorrow!

-Bethany

Day 4: Your Exclusive Offer (Yes Path)

STRATEGY

Reward-based conversion tied to commitment behavior.

Subject: A little something to support you

Preview: I've got your back.

Hi [Name],

I heard you're interested in trying Clean Lean Protein Digestive Support.

Since you're planning to use protein during the challenge, I wanted to make it even easier for you to stay consistent. You'll get **30% off + free overnight shipping** on my go-to digestive support protein for a **limited time**.

If you've been feeling the difference already, this is the perfect time to stock up.

Unlock Your Offer

-Bethany



Day 4/5: Bethany's Favorites

STRATEGY

Include links to other recipes to build engagement.

Subject: My go-to smoothie lineup

Preview: These are on repeat in my kitchen.

Hi [Name],

Today's smoothie is for the dessert lovers. Best part? It's actually pretty good for you, too.

Mint n' Chip Smoothie Bowl

Ingredients:

- 1 frozen banana
- A handful of organic baby spinach
- A few mint leaves (or 1 drop of mint oil)
- 1 cup frozen cauliflower (pre-steamed)
- 7 oz Greek yogurt
- 2 scoops of my Probiotic Chocolate Digestive Support Protein
- Splash of coconut milk

Directions:

1. Blend it up and enjoy the goodness! For additional sweetness, add organic cacao discs on top!

And if you're enjoying the challenge so far, here are a few more of my go-to favorites:

- Butterscotch (but better) [[Link to Recipe](#)]
- Creamy vanilla treat [[Link to Recipe](#)]
- Digestive blend [[Link to Recipe](#)]

These are perfect for mixing things up while keeping everything gentle on your gut.

-Bethany



Day 5/6: #DigestwithBethany UGC Push

STRATEGY

Builds community, organic reach, and UGC content to reshare.

Subject: How are you feeling so far?

Preview: Share your creations with me

Hi [Name],

Now that you're a few days in, how are you feeling?

I'd love to see what you've been making. Whether you're following the recipes exactly or putting your own spin on them, share your creations with me using **#DigestWithBethany** on Instagram and Twitter. **I might even feature a few of you.**

Share Your Smoothie

Here's today's recipe if you need a little inspiration.

Banana Free Vegan Vanilla "Ice Cream"

Ingredients:

- 1 cup frozen cauliflower (previously steamed)
- 1 cup chopped frozen white sweet potato (previously roasted)
- 4 ice cubes
- 2 scoops of my Probiotic Vanilla Digestive Support Protein
- 1/2 cup nut milk

I can't wait to see your creations!

-Bethany



Day 6/7: Book Offer

STRATEGY

Mid-funnel monetization via complementary product.

Subject: You're almost there!

Preview: Take a moment—how does your body feel?

Hi [Name],

Today's smoothie features one of my favorite ingredients—sweet potatoes!

Sweet Potato Smoothie with Volumized Protein "Nut Butter"

Ingredients:

- 1 cup frozen (pre-cooked) sweet potato
- A handful of frozen (raw) zucchini
- 4-5 frozen cherries
- 7 oz plain Greek yogurt
- 2 tbsp unsweetened cacao powder
- 1 tbsp yacon syrup
- A splash of collagen water

Protein Nut Buttah Ingredients:

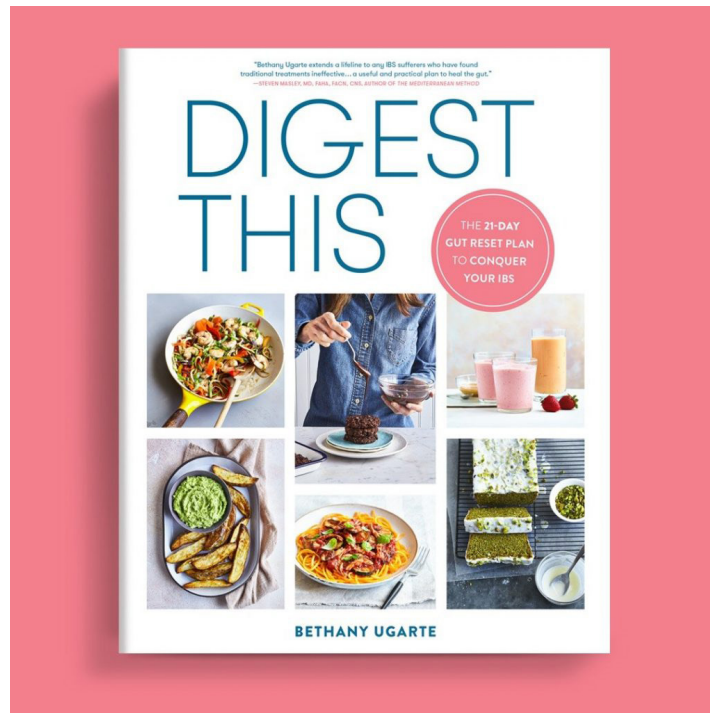
- 1 scoop of my Probiotic Vanilla Protein Powder
- A splash of water
- 1 tbsp of Organic Sunbutter

Directions:

1. First, mix Nuzest with droplets of water until it becomes an oatmeal-like consistency.
2. Next, mix in sunbutter until well incorporated.
3. Add it to all other ingredients and blend!



If you've been enjoying these recipes, I put even more of them into my book. These are **designed to support digestion without overcomplicating things.**



[Get the Book](#)

Inside, you'll find:

- Ingredients to avoid
- Gut-healing food lists
- IBS-friendly options
- Pantry staples
- Grocery checklists
- Meal plans
- Recipes of all kinds
- A step-by-step plan to support your gut

Let me know if you grab a copy! Some editions may even be signed by me.

-Bethany

Day 7/8: Almost There!

STRATEGY

Reinforces habit formation and emotional reflection

Subject: You're almost there

Preview: How are you feeling so far?

Hi [Name],

You're so close to the finish line!

Take a second today to check in on yourself. How does your digestion feel compared to when you started this challenge?

Today's smoothie is a delicious one!

Chocolate Protein Smoothie

Ingredients:

- 7 oz Greek yogurt (duh)
- 1 cup frozen butternut squash (pre-baked)
- 1 cup frozen cauliflower (pre-steamed)
- 1 tbsp raw cacao powder
- 2 scoops of my Probiotic Chocolate Protein Powder

Directions:

1. Blend all ingredients.
2. Stir in some optional extra cacao and sprinkle with raw cacao nibs
3. Enjoy!

You've done something really good for your body this week. **Finish strong!**

-Bethany



Day 8/9: Wrap-Up

STRATEGY

Completion, brand affinity, and retention bridge.

Subject: Challenge complete

Preview: Let's reflect (and keep going).

Hi [Name],

You made it!

To wrap things up, I've got two final smoothies for you:

Strawberry Chocolate Smoothie

Ingredients:

- 3/4 cup grass-fed probiotic yogurt (plain)
- 1 cup frozen cauliflower (pre-steamed)
- 1 tbsp organic sunbutter
- 1/2 cup frozen strawberries
- 1 scoop of my Probiotic Chocolate Protein Powder



Cranberry Chia Chocolate Smoothie

Smoothie Ingredients:

- 1 frozen banana
- 1/2 cup frozen fresh cranberries
- 1/2 cup frozen jicama
- A splash of collagen water

Coconut Chia Ingredients:

- 1/4 cup chia seeds
- 3/4 cup coconut milk
- 1/3 cup water
- Pinch of sea salt



By now, you know the drill—blend, enjoy, and listen to how your body feels.

This doesn't have to be the end of your smoothie journey. There are so many more recipes to explore.

I'd love to hear how you're feeling after this challenge. You can reply here or come hang out with me on Instagram.

Can't wait to hear from you!

-Bethany

Exit: Brand Nurture

STRATEGY

Transition to long-term lifecycle monitoring.

Subject: You made it! Let's keep this going

Preview: A little thank you and something to keep the momentum going.

Hey there!

First off, how good was that?!

So glad you joined us for the Lilsipper Smoothie Challenge. Hopefully you're already feeling the difference (or at least found a few new go-to recipes to add into your rotation!)

At Nuzest, we're big believers in keeping things simple—real ingredients, no unnecessary junk, and products that actually support how your body feels day to day.

If you loved the challenge (or even just liked it—we'll take it!), this is your chance to keep the momentum going.

Unlock Your Offer

We've brought back your **30% off + free overnight shipping** on Clean Lean Protein Digestive Support for a limited time, just in case you didn't grab it earlier or want to stock up.

And if you're keen to keep experimenting, we've got plenty more where that came from. More recipes, tips, and more challenges are coming your way soon.

Oh, and one more thing!:

Here's a free recipe book to keep things easy from here on out: [Link to ebook]

Appreciate you being here!

—Jonny Edwards, CEO

