CASE STUDY · DOUBLE GLAZING · 2026 RESULTS SO FAR

Thermawood Monash

Over $21 back for every $1 invested.

Thermawood Monash retrofits double glazing into existing timber windows and doors, so homeowners keep the character of their original frames. Like most businesses that quote for big jobs, they had a long list of past clients and enquiries who never quite went ahead. In August 2026, a monthly email newsletter from Three Bites started landing in those inboxes, and within three issues the old quotes started turning into jobs.

$870
invested since August
3 monthly newsletters at $290 each

$18,687
in confirmed work
from two jobs, one an estimate

$21
back for every $1 invested
a net return of about $17,800 so far

THE CHALLENGE

Double glazing is a big decision and a big spend. Plenty of homeowners ask for a quote, then put it off to save up, compare options or wait for the right time. Without a reason to come back, a quote that isn't accepted is usually a quote that's forgotten.

WHAT WE DID

- **Planned** a year of topics around Thermawood's services and the seasons
- **Designed** a newsletter that matches the Thermawood Monash brand
- **Wrote and sent** a newsletter every month to past clients and enquiries
- **Managed** Mailchimp and kept the contact list up to date
- **Reported** on results 48 hours after every send
- **Resent** to anyone who didn't open it the first time

The Thermawood Monash team only reviews and approves each newsletter. Three Bites handles everything else.

THE RESULTS

- **$18,687 in confirmed work** from two past enquiries who went ahead on revised quotes
- **Five past clients re-engaged** after receiving the newsletters
- **One more job planned** for February 2027, with two others still weighing it up

IN THEIR WORDS

FROM STEFANIE DEKOVIC, DIRECTOR

"It's encouraging to see the newsletters bringing previous enquiries back and converting them into actual jobs."

ON THE RESULTS SO FAR

"So far, we've had five previous clients re-engage with us, with two already proceeding after receiving revised quotations."

WHAT IT MEANS FOR YOUR BUSINESS

The first job alone, at $10,687, would have covered **more than three years** of newsletters. Every quote you've sent that didn't go ahead belongs to someone who already knows you and wanted the work done. A monthly newsletter keeps you in front of them, so when the time is right, **yours is the quote they come back to.**

Want results like Thermawood Monash?
Monthly newsletters from $290 a month, fully done for you. Let's talk.

Book a meeting