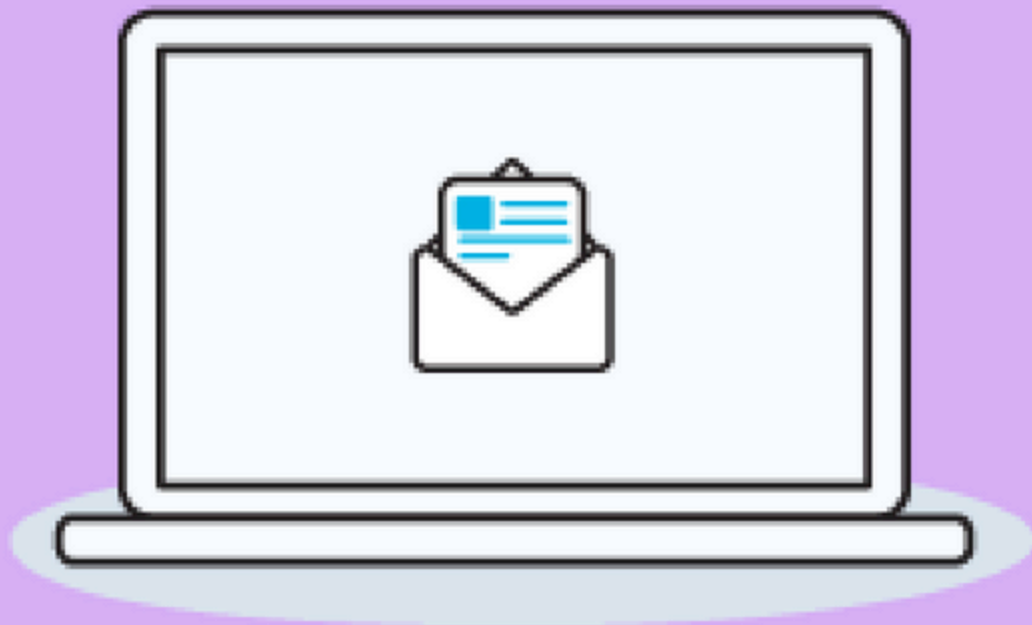


Project 7

Market with Email



Marketing Objective & KPI

- **Marketing Objective:** To have 20 new Email opt in sign ups for monthly promotions/discounts of Anuva hair care products for women suffering from thinning hair in 48 hours.

Start Date: 11-05-2018

End Date: 11-11-2018

- **KPI** – Total Number of email otp in sign ups for monthly promotions/discounts.

Start Date: 11-05-2018

End Date: 11-11-2018

Target Persona



Age
35 to 44 years

Highest Level of Education
Bachelor's degree (e.g. I

Social Networks



Industry
Investment

Organization Size
11-50 employees

GodyLocks Jones 1

Preferred Method of Communication

- Phone
- Email
- Face-To-face

Tools They Need to Do Their Job

- Cloud-Based Storage & File Sharing Applications
- Word Processing Programs
- Email
- Reporting Software

Job Responsibilities

Maintain relationships with service providers

Their Job Is Measured By

Team Productivity

Reports to

CEO

Email Series

Email 1: Title; Why Women Loose Hair

Email 2: Title; Emotions Caused by
Thinning Hair

Email 3: Title; 3 Simple Solutions for
Thinning Hair

Creative Brief: Email 1

Overarching Theme: 3-5 Sentences

General

*Visual: Picture of Anuva's happy smiling girl plus Anuva logo.
Written asset: 1-2 short paragraphs explaining hair loss.
Provide link to webinar.*

Subject Line 1

5 Causes of Hair loss for Women

Subject Line 2

Free Webinar, Why Women Loss Hair

Preview Text

Women, Learn how to prevent hair loss

Body

Webinar insights for Women loosing hair and solutions.

Outro CTA

Learn More

Creative Brief: Email 2

Overarching Theme: 3-5 Sentences

General

Visual: Picture of women showing scalp (slight balding) plus Anuva logo.
Written asset: 1-2 short paragraphs explaining the emotions of hair loss and support groups. Provide link to blog post.

Subject Line 1

Emotions Caused by Hair Loss for women

Subject Line 2

Fight back; Hair Loss

Preview Text

Effective tools to win the battle of hair loss

Body

Hair loss for women is more emotional than hair loss for men.
Find support groups for women and effective solutions.

Outro CTA

Read More

Creative Brief: Email 3

Overarching Theme: 3-5 Sentences

General

*Visual: Picture of Anuva procut family plus Anuva logo.
Written asset: 3-5 short sentences explaining encouraging results of using Anuva. Provide link to promotional landing page. Provide (in email) discount code for first time buyers.*

Subject Line 1

Win the Battle Against Hair Loss

Subject Line 2

Free hair loss treatment, check us out!

Preview Text

Free! hair loss treatment shampoo

Body

Advance formulas using the best of nature and science. Free hair loss treatment shampoo. Try the rest of our products 30 day money guaranteed.

Outro CTA

BUY NOW

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	Mon	Tues	Wed	Fri
Email 2	Tue	Wed	Fri	Sat
Email 3	Mon	Tues	Wed	Fri

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	F	S	M	T	W	T	F

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
-----------	----------------	---------	------------	---------------

Final Screen Shots:

Subject Line, Preview text and Email

☆ **Israel Barrera**

1

[Test] Win The Battle Against Hair Loss

To: Israel Barrera,

Reply-To: us19-95fb9c7735-eaac3cc53a@inbound.mailchimp.com

anuva
cosmeceutic haircare™

Free! Hair Loss Treatment

Try our Hair Loss products with advance formulas
using the best of nature and science



Continued...Final Screen Shots

30 day money back guaranteed if you don't see results

Start Shopping



Copyright © 2018 Anuva Hair, LLC All rights reserved.

Our mailing address is:

256 south Robertson blvd. suite 29

Beverly Hills, California 90211

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).

Draft Email

Free Hair Loss Treatment Shampoo, check us out!

30 DAY money back guaranteed. Try our hair Loss
Products

Win the battle against hair loss with Anuva's, the
most advance formulas using the best of nature and
science.

Final Email

Free Hair Loss Treatment

Try our Hair Loss products with advance
formulas
using the best of nature and science

30 day money back guaranteed if you don't
see results

Results Email #1

After you have hit send on the first email of your campaign, you can spend some time analyzing the results.

- 1. Calculate the Open Rate

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	<div>495/2250</div> <div>=0.22</div> <div>=22%</div>	225

Results Continued Email #1

Results can be monitored within the first 24 hours of an email send, after a couple days or even after a week.

- 1. Calculate the CTR and the Conversion Rate

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsub
180	$\frac{180}{2250} = 0.08 = 8\%$	75	$\frac{75}{2250} = 0.033 = 3.3\%$	30

Final Recommendations

Email 2:

- A/B testing
- Test subject lines
- Improve copy and images

Email 3:

- Improve Subject line
- A/B Testing
- Higher quality images for logo and matching images to capture customer journey