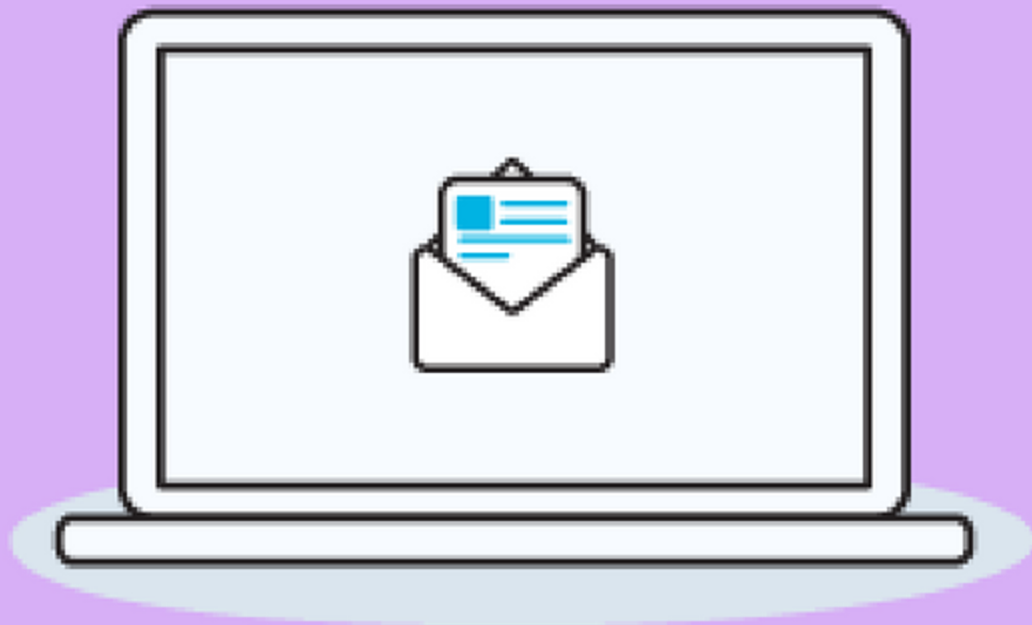


Market with Email



Project Contents

Use this as a checklist to ensure you included everything required to complete this project.

- **Section 1: Email Subscriber List**
 - Subscriber form
- **Section 2: Email Campaign Overview**
 - Primary Target Audience description
 - Email Campaign titles
- **Section 3: Email Campaign Content Planning**
 - Content Plan: Email #1 (include A/B testing)
 - Content Plan: Email #2
 - Content Plan: Email #3
 - A/B Testing Overview
- **Section 4: Creating and Testing**
 - Email Draft
 - Final Email
- **Section 5: Sending and Analyzing Email Campaign Results**
 - Results Email #1
 - Results Email #1 (continued)
 - Final Recommendations

Subscriber Form



Sign up to receive our newsletter with new makeup trends and discount codes

Email Address

Subscribe

Grow your business with  mailchimp

Marketing Objective & Key Metrics

Marketing Objective: Define the main marketing objective for your email campaign.

Objective: Create email marketing campaigns for next quarter's product launch that achieve an average open rate of at least 30%

Key Metrics - Define the key business metrics that align with the main marketing goal and objective of the campaign and identify the email campaign metrics that matter most.

Business metrics: Conversion rate

Email campaign metrics: open rate

Primary Target Audience

Please share a two paragraph description of your primary target audience. This includes demographic and behavioral information that may help guide the key messages and CTAs throughout the campaign. (You may update your primary target audience based on learnings from previous projects.)

Response: women above the age of 18 who shows interest in beauty and skin care product

Email Campaign

Identify three email topics, messages, and CTAs that align with the marketing objective.

Email	Topic/Focus	Message	CTAs (in priority order)
EMAIL ONE	Awareness	Introducing to a new product launch	Learn more
EMAIL TWO	Educational	Shortvideo "how to use"	Order the first batch now
EMAIL THREE	conversion	Special discount code	Don't miss it Order now

Content Plan: Email 1

Overarching Theme: 3-5 Sentences	
Email Type and General Info	Awareness to the new product launch
Subject Line 1 <i>(9-60 characters)</i>	have you heard about SPARKUP ?
Subject Line 2 (A/B testing)	SPARKUP all the spark you need to glow~
Preview Text <i>(35-90 characters)</i>	long last highlighter for all your occasions especially the SPARK ones~
Body	Introduction about the brand and their product Information about the new product Pictures of the product
Outro CTA 1	Learn more
Outro CTA 2 (A/B testing)	Need more?
Footer <i>(include compliance info)</i>	Company address Unsubscribe link Company social media icons link

Content Plan: Email 2

Overarching Theme: 3-5 Sentences

Email Type and General Info

Educational type "how to use"

Subject Line 1
(9-60 characters)

How to SPARKUP ?

Subject Line 2

The way to SPARKUP~

Preview Text
(35-90 characters)

here is Sara Makeup Artist gives you the top 3 ways to use SPARKUP.

Body

Introduction about the features of the product
"How to use" video

Outro CTA

Order the first batch now

Footer (include compliance info)

Company address
Unsubscribe link
Company social media icons link

Content Plan: Email 3

Overarching Theme: 3-5 Sentences

**Email Type
and General
Info**

conversion

Subject Line 1
(9-60 characters)

Secret spark-mail

Subject Line 2

Special gift

Preview Text
(35-90 characters)

Because you are so special, we decide to give you 20% off code
discount
Just for you~

Body

introduction of how unique the customer is
Discount code for the product

Outro CTA

Don't miss it (order NOW)

Footer *(include
compliance info)*

Company address
Unsubscribe link
Company social media icons link


A/B Testing Overview

Divide the audience receiving the message into two parts, The first section will be "subject 1" and the other section will be "subject 2".

We will use open rate to test the variables.

About the CTA we will measure the variables with click through rate.


Email Draft

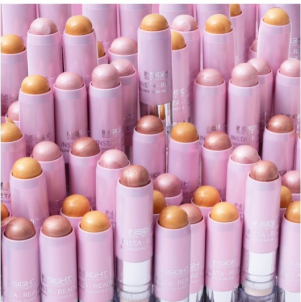
manal0007mo@gmail.com

Preview

Template

Continue





The new era of glow "SPARKUP",
easy and fast 24h long last
highlighter for all your occasions
especially the SPARK ones~

Benefit cosmetics
presents
SPARKUP

With summer coming ahead, you must have a sexy sparkle look.
In order to get this, Benefit present you beauty and care in one package.

"SPARKUP" all you need to shine~

Learn About


Image Card

Set Dynamic Content

Content

Style








Settings



IMG_0662.JPG
750 x 750
[Replace](#) · [Edit](#) · [Link](#) · [Alt](#)

Creative Assistant













New

B I U       Clear Styles 

Styles

Font

Size

    Merge Tags        

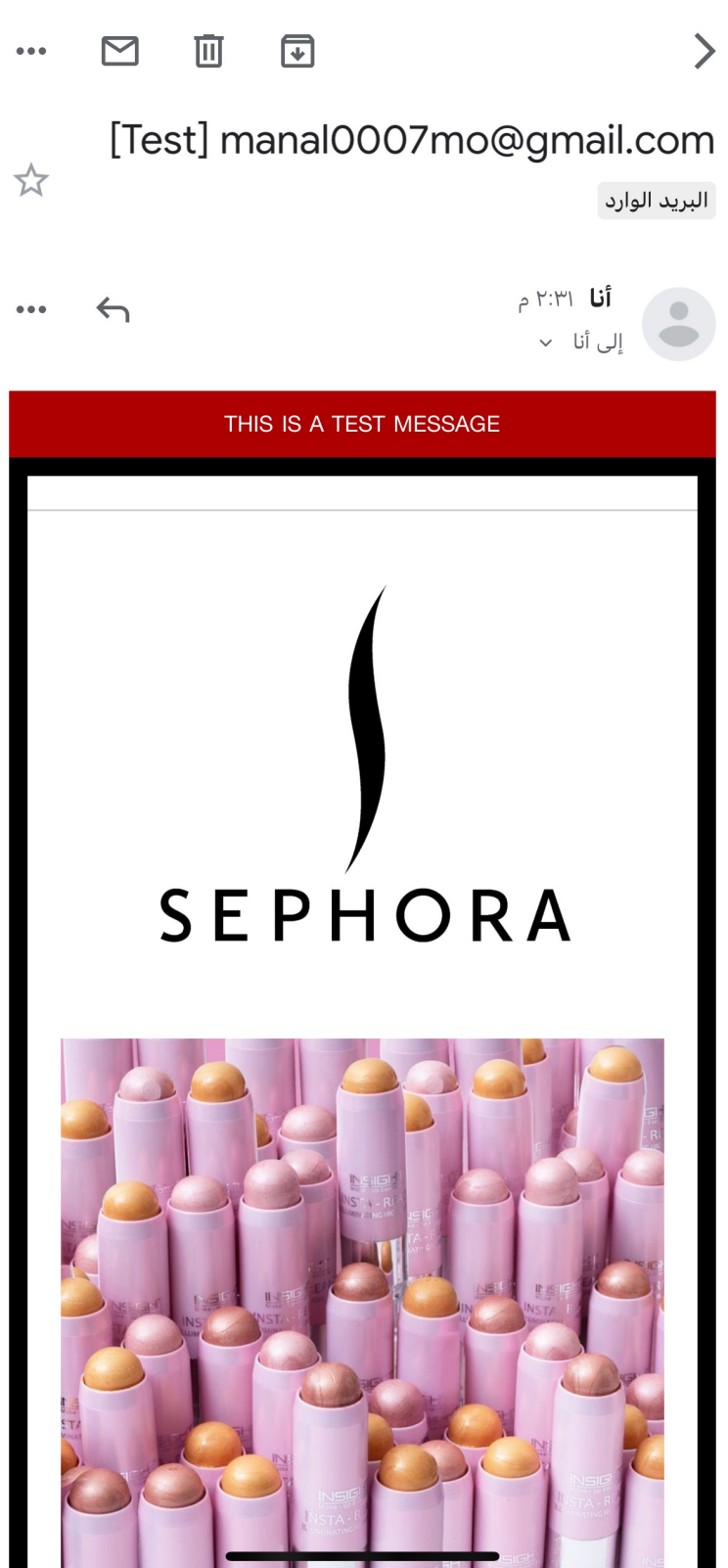
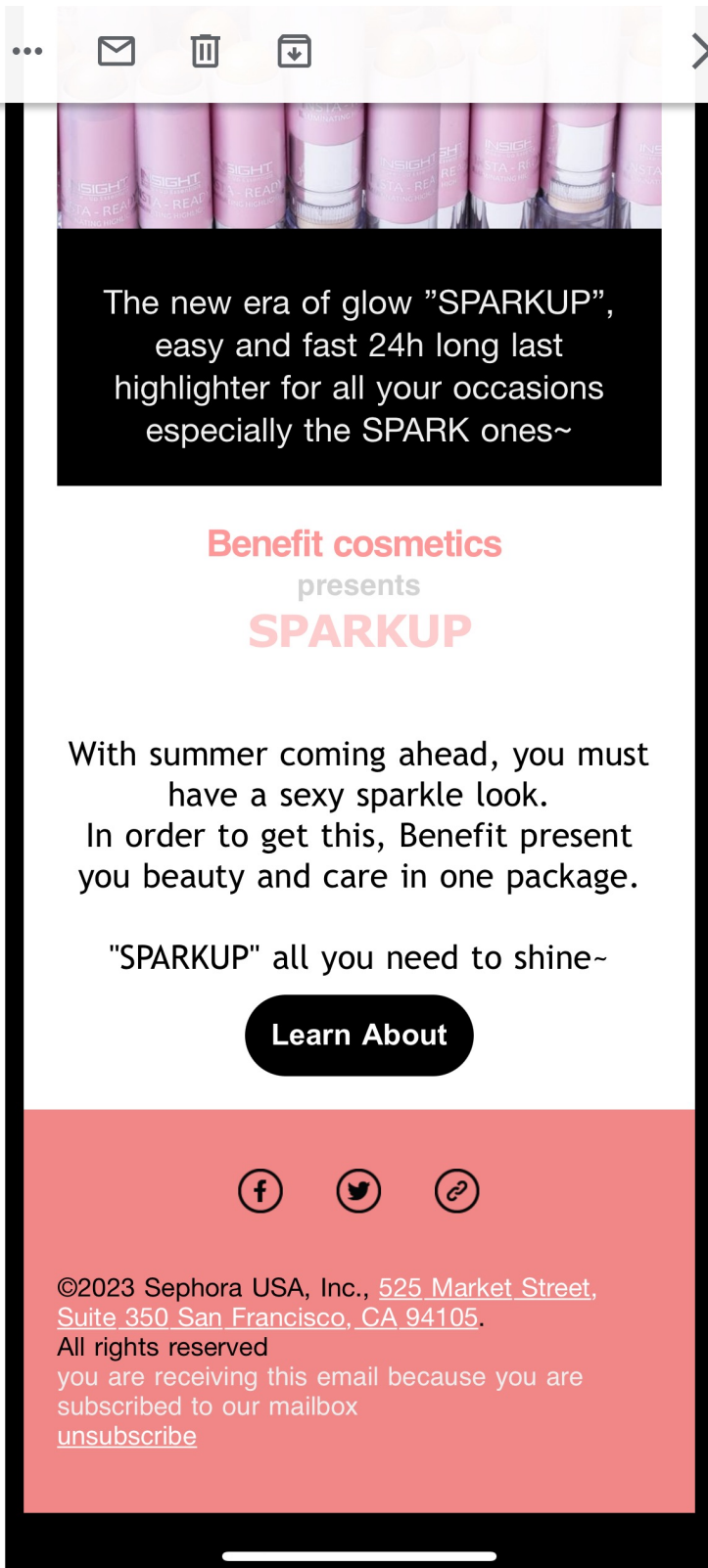
[The new era of glow "SPARKUP", easy and fast 24h long last highlighter for all your occasions especially the SPARK ones~

If an email client [doesn't support web fonts](#), we'll use a similar standard font instead.

Save & Close

We'll autosave every 20 seconds

Final Email



Email Update Highlights

Please highlight and explain the changes from the initial draft to the final draft.

Changes I made:

I did change the colors , font , logo and footer.

I also put the product image

The changes made the email customize to the brand and perfect to the audience vibe.

Results Email #1

After you sent the first email of the campaign, you must analyze the results.

- 1. Calculate the Open Rate

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	22%	225

Results Email #1 (Continued)

Results can be monitored within the first 24 hours of sending, within a couple of days, or even within a week.

- 1. Calculate the CTR
- 2. Calculate the Conversion Rate

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsub
180	8%	75	3.33%	30

Final Recommendations

Please answer the following questions:

1. Based on the work you completed throughout this project; explain how you would handle a contact unsubscribing from your email list during the campaign.

If the customer unsubscribe , we must stop sending him more emails based on his request and out of respect for him as our customer.

1. In addition, what actions would you take for the second and third emails within the campaign to improve the results?

After analyze the first email and test the variables I will start acting by the results of the test.

Maybe pay attention to the email subject and CTA .