

Marketing Objective & KPI

- **Marketing Objective** Sending 2500 Emails during 3 weeks starting from 2nd of May 2021 and achieve **10% conversion rate** “
- **KPI** : achieve **10% conversion rate** “

Target Persona

Target Persona

Background & Demographics

1. Egypte & USA
2. From 20 to 40 years old
3. womens from 60 to 75 kilogram Weight
4. Annual income 14k

Name & Image



Needs

1. Wear luxury dress with Acceptable price
2. Dresses fit their body

Hobbies

1. Staying up late
2. Attending parties and evening parties
3. fashion

Goals

- 1 attraction
- 2 Beauty and Elegance
- 3 be on fashion

Barriers

1. To many dresses choices
2. can't trust online sale
- 3- don't get fit dresses

Email Series

Email 1:welcome email for women who signing up to our website and review our business and what we offers

Email 2:Offer products Related to the products reviewed by the customer

Email 3:Emails for women which review our products without complete purchasing (with more offers and discount coupons)

Content Plan: Email 1

Overarching Theme: 3-5 Sentences

General	<p><i>This is intended to help drive the visual and written assets for this campaign.</i></p> <p>welcome email for women to signing up to our website and review our business and what we offers</p>
Subject Line 1	<p><i>Welcome to fashion store, get your dream dresses with great discounts</i></p>
Subject Line 2 (for A/B testing)	<p><i>Faison store present new dresses for charming women like you!</i></p>
Preview Text	<p>We have new collection with the cheapest price</p>
Body	<p><i>20.000 women wear our dress and get Wonderful opportunities in life</i></p> <p>Preview dress and order your address with free delivery fees</p>
Outro CTA 1	<p>READ MORE</p>
Outro CTA 2 (for A/B testing)	<p><i>Learn more</i></p>

Content Plan: Email 2

Overarching Theme: 3-5 Sentences

General

This is intended to help drive the visual and written assets for this campaign.
Offer products Related to the products reviewed by the customer

Subject Line 1

This a dress will make you like a queen

Subject Line 2

You worth it , the most dresses fit you

Preview Text

Body

These new collection are the most fit you
Do you know these dresses will show you like aquene
Tray one !

Outro CTA

Shopping now

Content Plan: Email 3

Overarching Theme: 3-5 Sentences

General

This is intended to help drive the visual and written assets for this campaign.

Emails for women which review our products without complete purchasing (with more offers and discount coupons)

Subject Line 1

Get your dream a dress at 10 \$

Subject Line 2

Save 2% from your salary and get luxurious a dress

Preview Text

We have new collection with the cheapest price

Body

*. Get your dream a dress at 10 \$
With free delivery fees*

Outro CTA

*Get offer
Get your coupon*

A/B Test Overview

- * Just I change the CTA button
send half of our customers, Version A
With CTA shopping now
and version B with,
CTA learn more for the other half
- By A/B testing my emails, i can ensure that
my emails are performing at their best.

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	April14-15	April 16	april17	April18-19
Email 2	April 20-22	April 23	According to Uncomplete d purchase	April 25-26
Email 3	april26	May 4	According to purchasing date	May 6-7

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
email1														
						email2								
										email3				

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
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draft Email



fwd

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[Help](#)

[Preview](#) ▼

[Template](#) ▼

[Continue](#)

Blocks

Style

Comments



hello sara

**we can't wait to see you
dress our dresses**



attach new collection , summer and Soiree dresses
with great discounts and free delivery fees

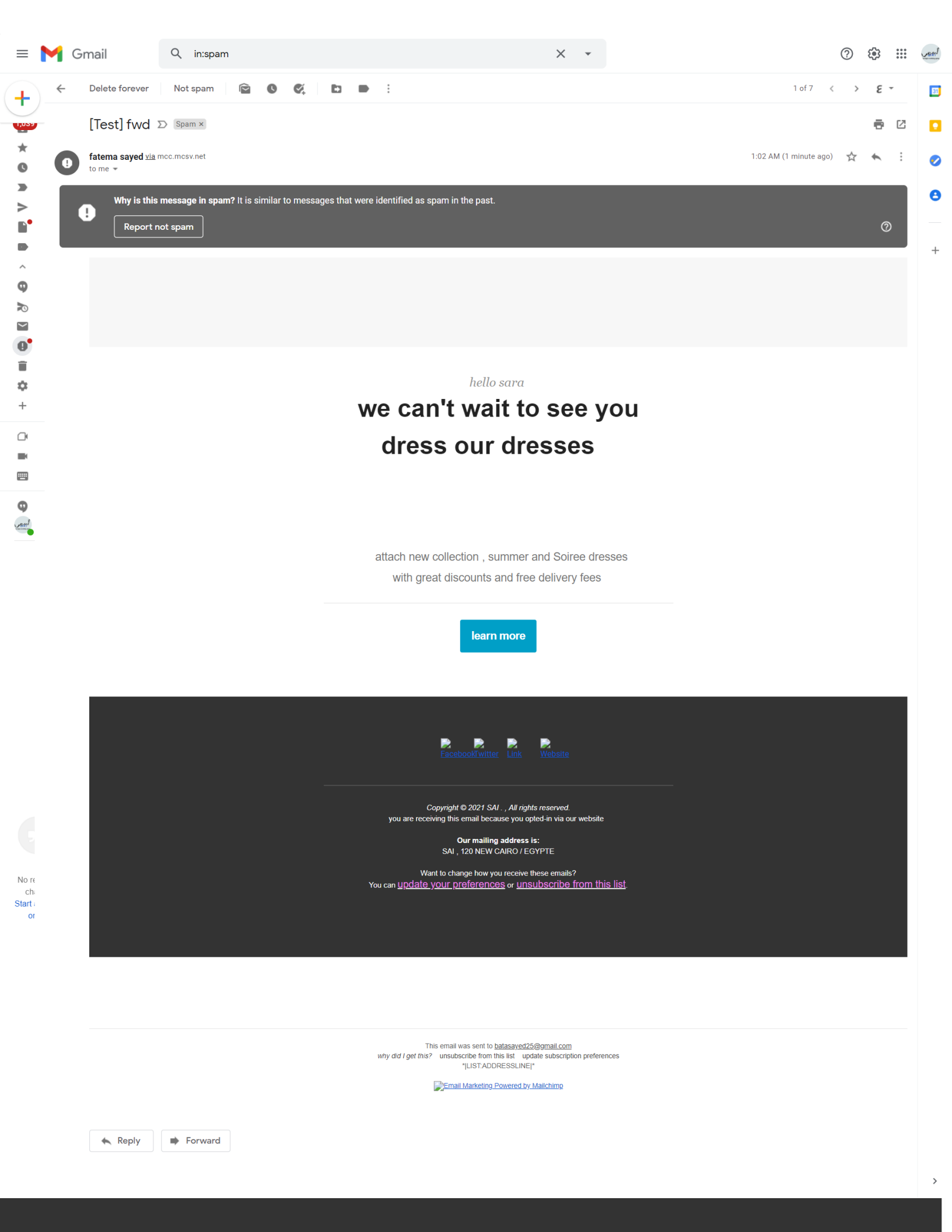
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Results Email #1

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	%22	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	%8	75	3%	30

Final Recommendations

-If customers decide to “opt-out,” you must remove them from your email list within 10 days.

when someone unsubscribing from my list I if a business continues to send e-mails to customers In spite of they choose unsubscribe, that company may be liable for financial penalties

- -To improve 2&3 email you should trace and measure results of email 1 and correct any misleading content and
- If open rate is low you should improve subject line :in order to get customers to read your newsletter, you first have to get them to open the email . For example, if a subject line of 'Things We Love About Our Pets' receives a higher open rate than an email titled 'Discounts and Offers on Pet Food', this tells you your audience favours emails that give them insight into life as a pet owner, rather than promotional content.
- **Adding more CTAs:**
you should always have a main CTA