

## 19 Contoh email marketing campaign (disertai template)



Email marketing kerap disebut-sebut sebagai media campaign yang sangat efektif. Namun, apa rahasia di balik efektivitas tersebut? Setidaknya ada 3 faktor utama yang sangat berpengaruh di sini, yaitu:

- **Personalisasi dan pencitraan.** Email marketing harus dipersonalisasi kepada pembaca dan diisi dengan grafik yang menarik.
- **Desain responsif.** Kampanye email marketing harus dirancang untuk berbagai perangkat target, mulai dari desktop, tablet, hingga smartphone. Faktanya, 67% email saat ini dibaca di smartphone atau tablet.
- **CTA yang tepat.** Email pemasaran harus berisi call-to-action (CTA) yang jelas dan tepat sasaran.

Berikut ini ada 19 contoh email marketing campaign hasil dari penerapan tiga faktor di atas. Check this out!

1. **Charity: water (Donation Progress Update).** Kebanyakan badan amal tidak memberi tahu Anda tentang perjalanan dana yang telah disumbangkan. Campaign ini justru melakukan sebaliknya, menggunakan email otomatis

untuk menunjukkan kepada para donatur bagaimana perjalanan uang mereka membuat dampak dari waktu ke waktu.



Work is underway in Rulindo, Rwanda!  
Here's an update on your projects.

CAMPAIGN YOU GAVE TO	AMOUNT DONATED	WHERE YOUR MONEY WENT
Sam & Jen's Wedding + Honeymoon	\$20.00	Rwanda

#### YOUR PROJECT TIMELINE



#### REMIND ME, WHERE IS THE RULINDO DISTRICT?

The projects you helped fund are in the northern province of **Rwanda**. More than a quarter million people live in Rulindo and only 30% of the population has access to clean, safe drinking water.



#### CONSTRUCTING IN THE LAND OF A THOUSAND HILLS

Our partner in the field, Water For People, works closely with the local government, organizations and skilled workers throughout construction. This means making sure that the work fits with regional development plans. By hiring local skilled workers, these projects are helping to support the local economy.



Kiruma Village



Mwaga Sector

Rulindo's mountainous terrain poses challenges. Above, you can see two large tanks under construction in Kiruma and Mwaga. Next to each tank, pumping stations are being completed. Our partners construct retaining walls to safely house electrical pumps that will move the water through a network of pipes to the villages, clinics and schools.

We can't wait to report back and show you the impact your donation made for those in need. If you have any questions at all, don't hesitate to [email us](#).

#### WE WANT TO HEAR FROM YOU

Help us improve our supporters' reporting experience by taking this [two question survey](#).

- your friends at charity: water

2. **Brooks Sports (Desiree Linden's Boston Marathon Victory.** Ketika Desiree Linden memenangkan Boston Marathon 2018, ia menjadi wanita Amerika pertama yang memenangkan perlombaan dalam usia lebih dari 30 tahun. Brooks Sports mengambil kesempatan ini untuk merayakan kemitraan mereka. Kampanye email seperti ini memungkinkan perusahaan untuk menunjukkan kesetiaan mereka dan menambah nilai pada produk.

## Boston 2018 — One for the History Books

Over three decades have passed since an American woman last won Boston, but today that all changed. Congratulations to Brooks Elite athlete Desiree Linden who finished first place. We're beyond proud.

## Congratulations, Desiree Linden




*A Runner's Eye/  
Justin Britton*




[See Desiree's go-to gear](#)

3. **BuzzFeed ('BuzzFeed Today' Newsletter).** BuzzFeed memiliki trik menggunakan preview text untuk menyertai subject line. Misalnya, jika subject berupa pertanyaan, maka preview adalah jawabannya.

Sorry, Wrong Number 



**BuzzFeed** <today@buzzfeed.com> [Unsubscribe](#)  
to me 

Aug 17 (7 days ago) ☆



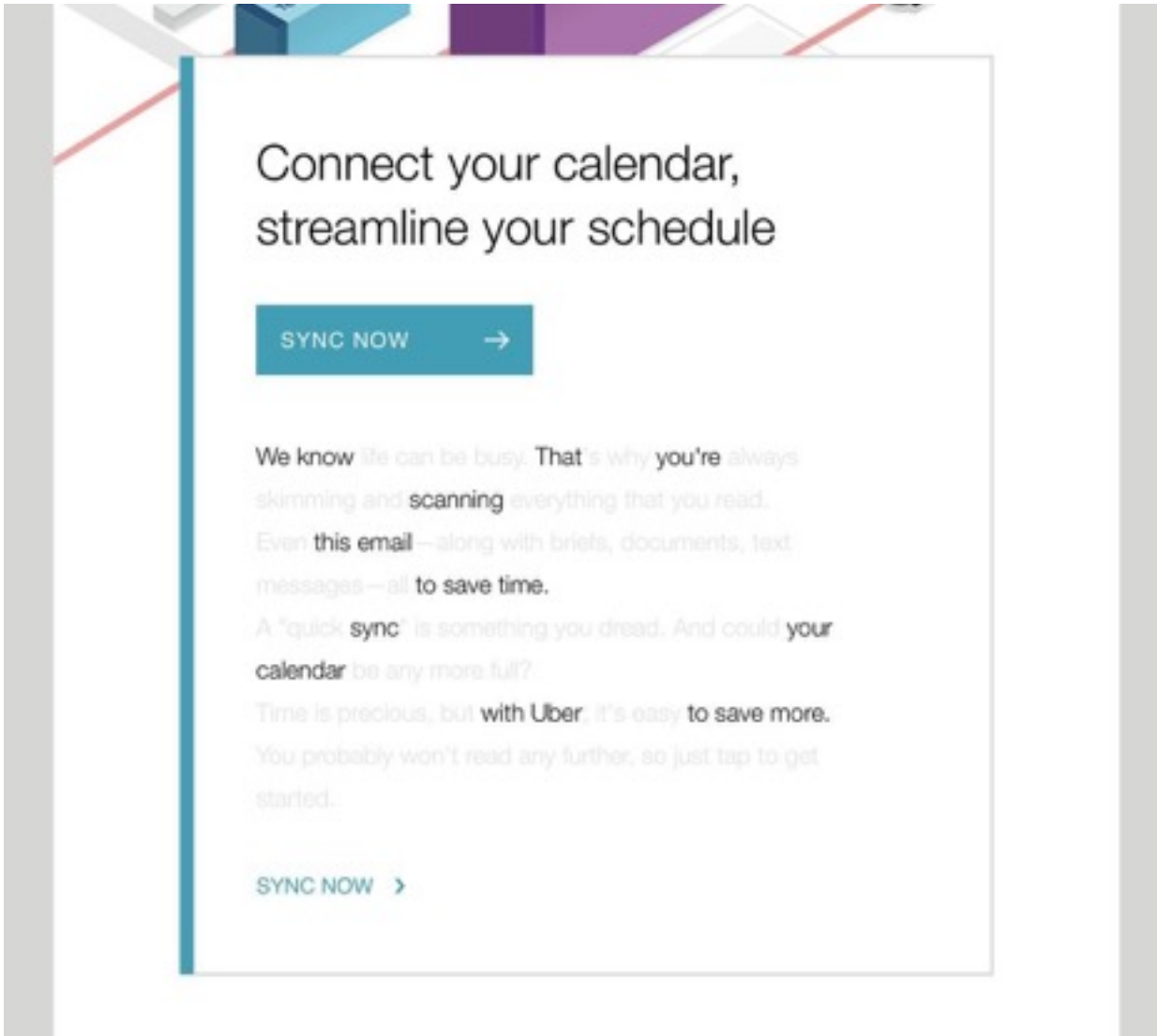
## BuzzFeed TODAY



### 32 Texts That Will Make You Laugh Way Harder Than You Should

There are some texts so strange, you just can't explain why they're funny. [And that's certainly the case with these gems.](#)

4. **Uber (Calendar Integration).** Uber menjunjung kesederhanaan dalam email marketing campaign mereka. Pelanggan diberi tahu tentang penawaran dan promosi dengan deskripsi singkat, dipasangkan dengan CTA yang sangat jelas, membuat pelanggan dengan cepat membaca email.



5. **TheSkimm (Subscription Anniversary).** TheSkimm menggunakan strategi memberi imbalan kepada sesama pemasar Ginny Mineo karena berlangganan selama dua tahun.



Hi you,  
Happy anniversary. It's been a couple years of living the #SkimmLife together and we think we have something special here. Thanks for sticking by us!

Don't want to come off too forward or anything...but you seem to be a pretty great Skimm'r. We wanted to ask if you were interested in being a **Skimm'bassador**. Skimm'bassadors help us spread the #SkimmLife. And rock Skimm swag around town. More details on Skimm'bassadors [here](#).

To become a Skimm'bassador, **use your unique link to share theSkimm** and have 10 friends sign up. The link credits all new signups back to you. Get to 10 and you join the club.

Here's your link again: <http://www.theskimm.com/?r=3BJAR>.

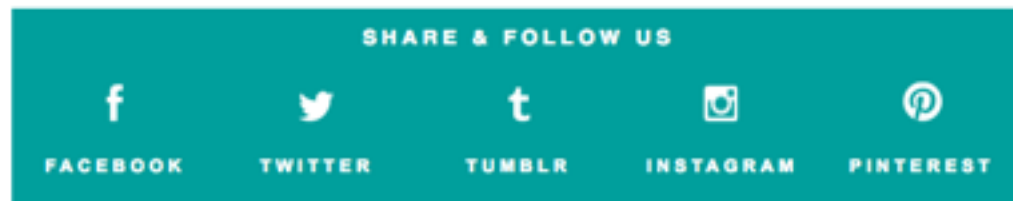
Copy and paste it in an email to friends or on Facebook to share. Or use our fancy [invite page](#). It's that easy. Check how you're doing [here](#).

Swag, our HQ team, and the Skimm'bassador community awaits you on the other side!

Thanks so much,

theSkimms

P.S [click here](#) to share to Instagram!



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Our mailing address is:

theSkimm Inc.

49 W 23rd Street, 10th Floor

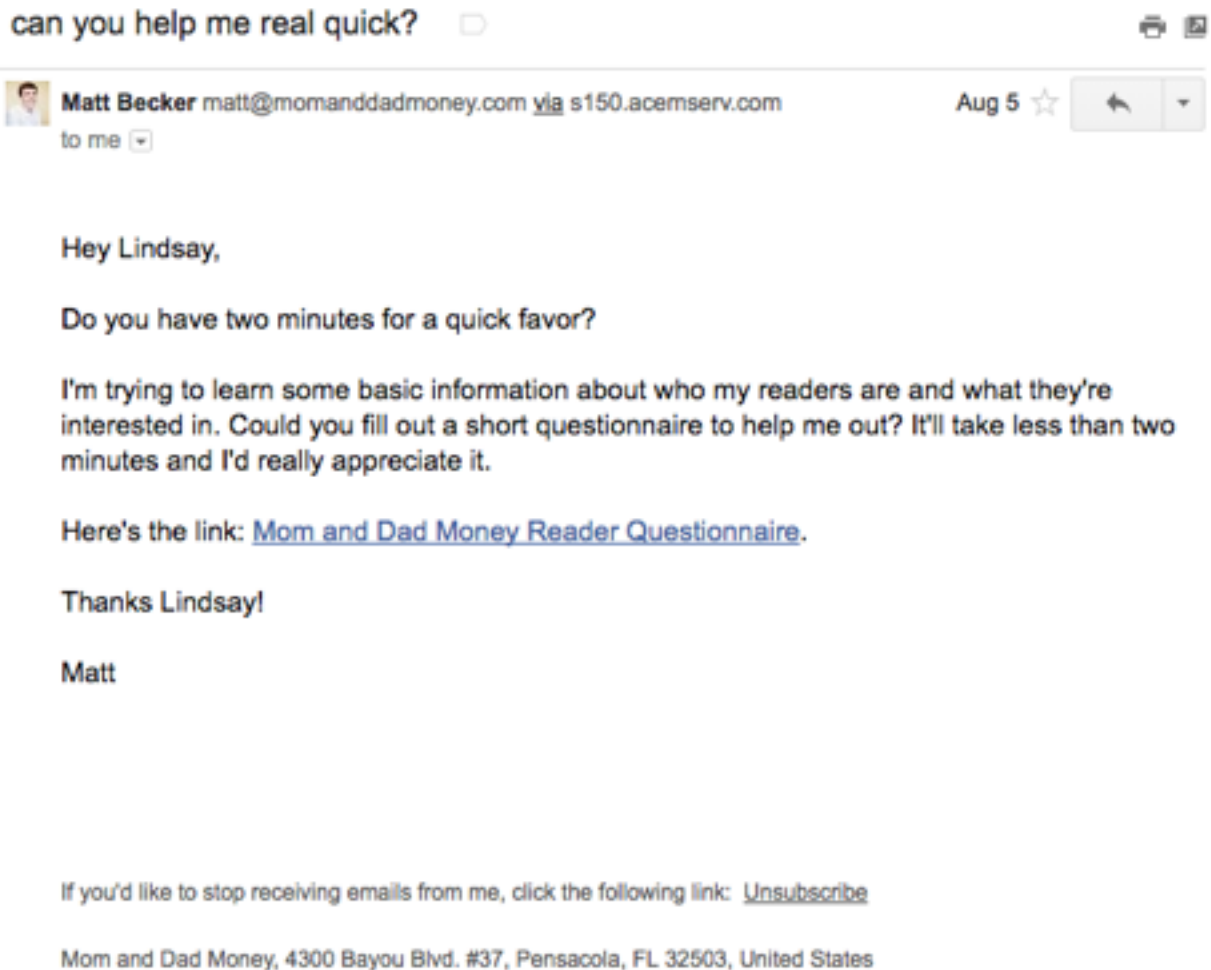
New York, NY, 10010, United States

[Update Profile](#)

[Unsubscribe](#)



6. **Mom and Dad Money (Get to Know Your Subscribers).** Mengenali pelanggan adalah tujuan utama dalam campaign ini. Dilakukan melalui survei, wawancara, dan tanggapan terbaik kepada pelanggan.



7. **Poncho (Custom Weather Forecast).** Poncho mengirimkan ramalan cuaca yang dapat disesuaikan setiap hari. Email Poncho berwarna-warni, menggunakan gambar dan GIF, serta sangat mudah dipindai.



Cambridge, MA

We've got clear skies, a high of 86F, and a low of 62F today.

Sitther on sunscreen & go see that dermatologist you have a crush on. (They love sunscreen.)



#### ACTUAL WEATHER



#### HAIR



**Frizzy**

Plot it safe. (Braids are best for humid weather.)

#### WIND SPEED

**4**   
MPH

#### POLLEN

High

High

High

TODAY


TOMORROW


NEXT



This is awkward for me, but would you want to hang out outside of email?

 Chat with me on Messenger

 Get Poncho for Android

 Get Poncho for iOS

 Settings

Unsubscribe

Want to send me friend and catch?  
2014-10-10 10:10:10, New York, NY 10014

**PONCHO**

8. **Birchbox (Co-marketing Promotion).** Birchbox memberikan kode diskon pada email marketingnya yang sebenarnya adalah bonus promo untuk Rent the Runway, perusahaan penyewaan pakaian yang mungkin cocok dengan profil sebagian besar pelanggan Birchbox.

# BIRCHBOX♦

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Hi Pamela,

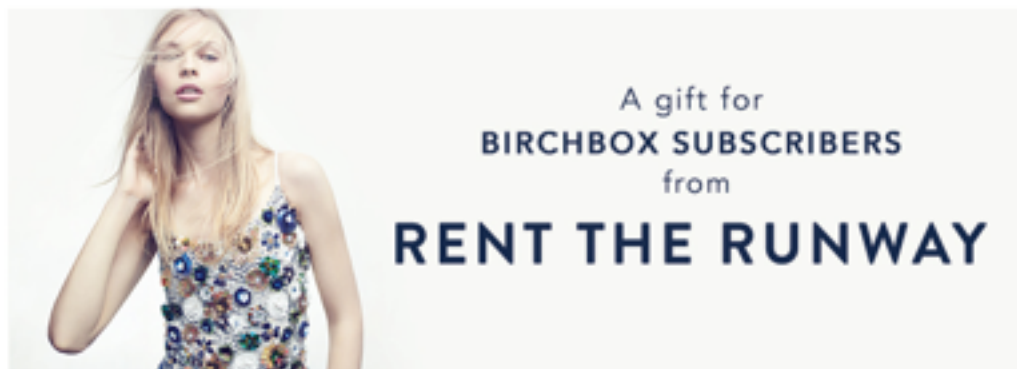
Oops! As we worked to fill your February Birchbox with awesome samples, we accidentally left out the amazing Rent the Runway offer we're sharing with all our subscribers this month. We're sending it your way now—and there's plenty of time to get in on the fun.

Your unique offer code is: **RTRBBX2C7B36**

Use your code at [www.renttherunway.com](http://www.renttherunway.com) between now and April 17, and get \$30 off your order of \$75+.\* You can place an order for delivery up to four months in advance, so you can reserve a dress for all those summer weddings and graduation parties we know you have on your calendar.

We hope you enjoy! (And we can't wait to see your outfit.)

xo,  
Team Birchbox



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9. **Postmates (New Product).** Postmates menggunakan GIF yang sangat menarik untuk menampilkan produk baru.

Q: What do you call a tortilla chip that works out?

A: A macho nacho.

Q: What do you call a **burrito delivered for \$4.99**?

A: A dream come true.

Seriously - you can now get burritos, crispy corn tacos, cilantro-lime brown rice, cheese, salsa, guacamole... all delivered to you in minutes for just \$4.99.

We've been hard at work behind the scenes, turning the dream of the most affordable on-demand Chipotle into a reality. So go ahead and **order** as much guac as your heart desires.

\*\$4.99 delivery available in Los Angeles, New York City, Chicago, Phoenix, Seattle, Portland, and Boston.

Normal delivery fees apply in other cities.

**GET IT NOW**



© Postmates 2016

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[View in Browser](#) [Unsubscribe](#) [Become a Postmate](#)

Postmates Inc 690 5th St. San Francisco, CA 94107 USA

This email was sent to [REDACTED] because you signed up to be notified about Postmates.

10. **Dropbox (User Reengagement).** Dropbox menemukan cara untuk membuat pelanggan mereka kembali, yakni menggunakan email lucu berkat sepasang kartun aneh dan sebuah emoticon.



11. **InVision App (Weekly Blog Newsletter).** Setiap minggu, orang-orang di InVision mengirim kumpulan konten blog terbaik mereka, link desain favorit, dan peluang baru untuk memenangkan t-shirt gratis.

 This Week at InVision

View a channel

APRIL 25 - APRIL 30, 2018




## Designing with your developer in mind

Get a course by Rachel Thomas in March & June

Free e-course: Designing with your developer in mind

For the best and quickest path to market, a designer needs to design with development principles in mind.

[LEARN MORE](#)



## How Netflix does A/B testing

Quake Designers Jesse Chen teaches us recent Designers + Devs presentation.


[WATCH AN E-COURSE BY INVISION+PARTNER](#)



## Designing the perfect work-life balance

Great designers aren't built from working 60-hour weeks.

[LEARN MORE](#)



## Meet an InVisioneer: Beth Vanderkoik


In this new series, we're pulling back the curtain so you can meet the people who make InVision such a fantastic place to work.

[LEARN MORE](#)

 InVision

## Design sprint communication

Academy of Partnerships at InVision



## DesignTalk: Design sprint communication

Join us and InVision's Premiere Relationship Manager to learn why communication during design sprints is critical to success—even when it can be a challenge.

[LEARN MORE](#)

12. **Warby Parker (Product Renewal).** Warby Parker menggunakan strategi dengan mengingatkan pelanggan untuk memperbarui produk mereka.

## WARBY PARKER

DEAR JOE

Greetings from Warby Parker!  
Hope you're doing great.

We're writing because it looks like your prescription will expire on

8/24/2014

*(That's pretty soon)*

If you're thinking about new glasses, it might be convenient to purchase them before your prescription expires. We'd be happy to help you find an amazing pair!

SHOP MEN >

SHOP WOMEN >

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### NEED A NEW RX?

Getting a new prescription can be a hassle. Luckily, it's easy to make an appointment with an optometrist at our [Newbury Street Store](#) or through our friends at [ZocDoc](#).

Our eyes are constantly changing, so we recommend annual eye exams to maintain good eye health and to ensure your prescription is giving you the best possible vision.

[Let us know](#) if we can help with any prescription questions.

[WARBYPARKER.COM](#) | BUY A PAIR, GIVE A PAIR | 888-492-7297 (M-F 9AM-9PM, ET)

FACEBOOK TWITTER INSTAGRAM



13. **Cook Smarts (Weekly Product Newsletter).** Perusahaan mengirimkan resep baru setiap minggu. Setiap pesan menampilkan tiga bagian berbeda: menu, dapur, dan tips.



# COOK SMARTS WEEKLY EATS

a meal planning newsletter to help you live happier, simpler, smarter in the kitchen

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## MENU

[Like](#) [Share](#) [Print](#)

<b>MON</b>	<b>LENTIL &amp; SAUSAGE SOUP</b> <i>with crusty garlic bread</i>
<b>TUE</b>	<b>SAGE ROASTED BUTTERNUT SQUASH</b> <i>with fennel and walnuts</i>
<b>WED</b>	<b>LENTIL &amp; SAUSAGE STUFFED PEPPERS</b> <i>with mixed green salad</i>
<b>THU</b>	<b>MISO UDON NOODLE SOUP</b> <i>with tofu or chicken, broccoli, and carrots</i>
<b>FRI</b>	<b>LEFTOVERS</b> <i>with all your deliciousness</i>

10/19 is 10/19  
10 WEEKLY EATS

We've improved our grocery list!

Numbers now appear next to ingredients on the grocery list. They correspond with the day of the week (ex. 1-Mon, 2-Tue, and so on) so if you decide you're only making Monday, Wednesday, and Thursday's dishes, you can easily just cross out all the #1's on the grocery list. Convenient, right?

[Download meal plan](#)

## SMARTS



**M** **Lentil & Sausage Soup with Crusty Garlic Bread**  
[Learn how to peel & chop carrots in 30s video](#)

**T** **Fennel & Toasted Walnuts with Sage Roasted Butternut Squash**  
[Learn more about whole grain flour](#) When shopping, make sure you purchase semi-pearled fennel vs. hulled. Semi-pearled cooks in ~25 minutes, while hulled takes closer to an hour.

**W** **Lentil & Sausage (repurposed from Monday's soup) Stuffed Peppers with Mixed Green Salad**  
[See other ideas for repurposing leftovers](#)

**TH** **Miso Udon Noodle Soup with Tofu / Chicken, Broccoli, and Carrots**  
[Learn how to chop broccoli in 30s video](#)

## TIP OF THE WEEK

Butternut squash's tough skin can sometimes be tough to wrestle with. Our tip below will help you prep it with ease and smarts.



## HOWDY!

You can't have autumn without butternut squash, and this week it's making its Weekly Eats debut with some delicious brown butter and fennel. We're also introducing another way to repurpose your meals. Our hearty lentil and sausage soup easily transforms itself into the perfect stuffing for red peppers. We finish off the week with one of my favorite comfort foods - warm and filling noodle soup. Remember to share your creations on our Facebook wall!

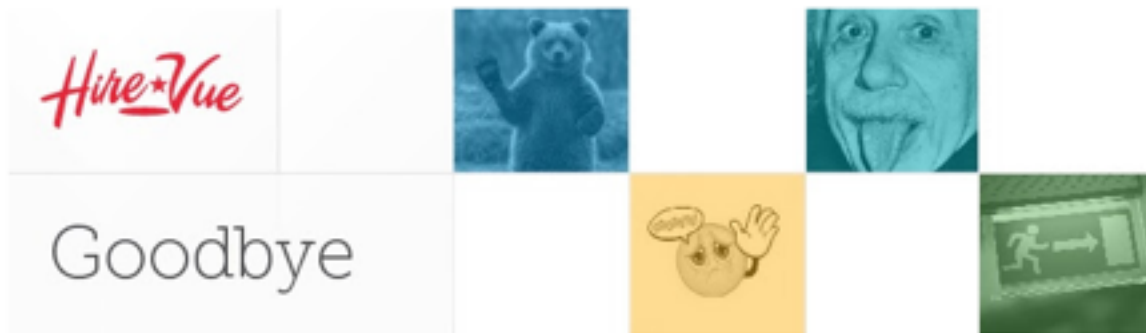
If you've been loving this newsletter, please pass it forward to your friends and family that could also live a bit happier, simpler, smart. In the kitchen, I promise you they'll thank you for it.

Your cooking coach, stylist, and metaphor,  
Jen

[More about Cook Smarts](#) | [More about Jen](#)

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14. **HireVue (Customer Retention).** HireVue memberi kebebasan kepada pelanggan untuk menentukan pilihan dengan gambar lucu dan CTA yang luar biasa.



Emma,

You haven't been opening our emails in the past few months, and the last thing we want is to come across clingy. If you still want to stay connected, then just press, "Don't Let Me Go" below, and we promise we won't let you. Otherwise, we'll take you off our list in three business days. No hard feelings.

**DON'T LET ME GO**

Sincerely,

HireVue Team

[@HireVue](#)

[in/HireVue](#)

HireVue.com 10876 South River Front Parkway Suite 600 South Jordan, Utah 84095 USA

You received this email because you are subscribed to Marketing Offers from HireVue.com.

Update your [email preferences](#) to choose the types of emails you receive.

[Unsubscribe from all future emails](#)

15. **Paperless Post (Mother's Day Promotion).** Paperless Post menggunakan CTA yang jelas dan penuh dengan unsur urgensi.

## First things first: send Mom a card!

(You didn't forget Mother's Day, did you?)



## But don't forget the other moms you love.

(Your granny, wife, sister, aunt, best gal pal...)



BROWSE MORE  
MOTHER'S DAY CARDS

16. **Stitcher (Recommended for You).** Orang cenderung mendambakan pengalaman yang dipersonalisasi. Jadi, ketika email dibuat khusus untuk seseorang, dia akan merasa istimewa. Inilah taktik jitu Stitcher.



Help. Save you a lot of time and paper by sending about an 800-word story to [www.fox.com/submit](http://www.fox.com/submit).



**It Seriously Stupid Movies That Will Be Studied In History**

[Buy the book: Amazon](#)

The most important reason is history: don't plunge into unity with predatory sharks. In the past, you had local tribal support and knew that as far as possible, you were not a foreigner in the area. And now you're not.



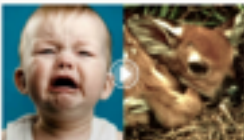
🔊 LISTEN LATER    🔗 Share



Where's The Hook? How Not to Hook Your Novel

1000

More than half of all Japanese women said their site offer going back to their first year. They more than double the rate in the U.S. (more than Japanese women were not women – and the others were).

[1004 LISTEN LATER](#) | [e2 Share](#)

Can You Not Think Of These Baby Names Is Humane?

[Home and Away from UK](#)

Infant carers' views on being a co-researcher: an insight into the experience of being the focus of research designed to help them deliver care, including those of South India

[Listen Later](#) | [Share](#)

By What Will The World Live? Is It 2000?

© 2005 Blackwell Publishing Ltd, *Journal of Internal Medicine* 258: 105–112

Online Mathias Flanagan looks at the top changes that require attention. The growing needs for demand for self-administration, a shift to E-pay, and a new business model.

[🔊 LISTEN LATER](#) | [📌 Save](#)

How Many in Nursing Home? 84 85 86 87 88

1

1.4. **Major Win:** Cornell says its growth has been "the size of [CSC's] original investment" thanks to supply for the jobs and college costs of its graduates.



100% LISTEN LATER  100%

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17. **RCN (Storm Update).** RCN, sebuah layanan internet nirkabel dan kabel, mengubah kampanye pemasaran email menjadi ramalan cuaca hanya untuk pelanggannya.



## STORM UPDATE



## RCN IS PREPARED

Dear RCN Customer,

RCN is preparing for winter storm Quinn. The combination of heavy snow and strong winds may lead to additional tree damage and power outages. Due to winds and heavy snowfall, travel may be difficult.

Be assured that when major weather events threaten our area, we take appropriate measures to monitor and respond to the possible impact of the storm. Please be sure to follow travel advisories, take precautions, be aware of your surroundings and do not touch any downed lines and wires and, above all, stay safe. For ongoing news and updates, visit [rcn.com/stormwatch](http://rcn.com/stormwatch).

### WE'LL KEEP YOU POSTED:

#### Facebook

Like our page on [Facebook](#) to see storm alerts and relevant updates.



#### Twitter

Follow us on [Twitter](#) for the latest news and updates.



18. **Trulia (Moving Trends).** Trulia, mesin pencari properti untuk pembeli, penjual, dan penyewa. Trulia adalah ahli dalam bisnis real estate.





## Younger Americans Aren't Moving Like They Used To – What's Changed?

Americans are moving at historically low rates. In 2017, 34.9 million Americans changed residences, translating to a household mobility rate of 10.9%.

[Find Out Now](#)



Is Renting Or Buying Better For You?

[Find Out Now](#)



Will You Love a New Neighborhood?

[Find Out More](#)



19. **Redbubble (Featured Artist).** Redbubble menjual barang dagangan yang menampilkan desain dari para seniman di seluruh dunia.



*Never compromise on your values,  
and only do work you want to get  
more of.*

Source:

<https://blog.hubspot.com/marketing/email-marketing-examples-list>

<https://www.pexels.com/>