

Email Marketing Campaign

A structured 9-email sequence that guided the audience from awareness to loyalty — each crafted with precise timing, storytelling, and personalized engagement to maximize ROI.

1. Teaser Launch

Subject: Something New Is Brewing ☕

Preview: Get ready for a latte experience like no other...

Objective: Build curiosity and anticipation pre-launch.

Open Rate: 43% | CTR: 6.4%

2. Grand Launch

Subject: Haksoss Café Introduces the Hero Latte ✨

Preview: The wait is over — meet the new star of your mornings.

Objective: Announce the new Hero Latte and drive store visits.

Open Rate: 51% | CTR: 8.1%

3. VIP Invitation

Subject: Exclusive Invite — VIP Latte Experience 🍷 🎟

Preview: You're on the list. Join our private tasting event this weekend.

Objective: Reward loyal customers and encourage RSVPs.

Open Rate: 58% | CTR: 9.5%

4. Hero Product Showcase

Subject: Behind the Scenes of the Hero Latte 🎬 ☕

Preview: Discover how passion and quality blend into perfection.

Objective: Deepen emotional connection and storytelling.

Open Rate: 49% | CTR: 7.8%

5. Loyalty Program

Subject: Join the Latte Circle — Earn Rewards Instantly 💎

Preview: Sign up today and enjoy your 1st Hero Latte free!

Objective: Drive loyalty sign-ups and repeat purchases.

Open Rate: 56% | CTR: 10.2%

6. Mid-Campaign Reminder

Subject: Still Thinking About That Latte? 🍵

Preview: Treat yourself today — the offer won't last long!

Objective: Reactivate mid-funnel users and boost visits.

Open Rate: 39% | CTR: 5.7%

7. Last Chance Offer

Subject: Final Hours — Free Hero Latte Ends Tonight! 🕒

Preview: Don't miss this last chance to taste the trend everyone's talking about.

Objective: Create urgency and convert remaining prospects.

Open Rate: 64% | CTR: 12.5%

8. Thank You Recap

Subject: You Made the Launch Unforgettable ❤️

Preview: A heartfelt thank you to every latte lover who joined the story.

Objective: Strengthen brand love and appreciation.

Open Rate: 60% | CTR: 7.2%

9. Re-Engagement

Subject: Haven't Visited Lately? A Treat Awaits 🎁

Preview: Here's 20% off your next order — your table's waiting.

Objective: Re-engage dormant subscribers post-campaign.

Open Rate: 47% | CTR: 6.8%

