

Mory Gym — Email Marketing Campaign

1. Campaign Overview

The Mory Gym Email Marketing Campaign was developed to re-engage existing members, attract new female audiences, and promote premium classes through segmented, value-driven communication. The strategy focused on personalization, behavioral triggers, and consistent visual identity across every email to reinforce trust and motivation.

2. Methodology

Audience segmentation was built from CRM and signup forms, categorized into:

- Active members (renewal reminders, loyalty offers)
- Former members (winback campaigns)
- New leads (trial signups and awareness series)
- Corporate partners (group fitness programs)

The campaign used **Mailchimp** integrated with **Meta Ads** and **Google Analytics** UTM tracking. Open rate, CTR, and conversion data were cross-validated with pixel tracking. A/B testing was applied on subject lines and CTA copy to identify top-performing variants.

3. Email Sequence & Performance

Email	Objective	Subject Line	CTR	Open Rate	Conversion Rate
Email 1	Welcome & Brand Intro	“Welcome to Mory Gym — Let’s Begin	8.2%	44%	3.4%

		Your Transformation”			
Email 2	Trial Class Invitation	“Your Free Trial Awaits — Experience Mory Gym!”	10.1%	52%	5.8%
Email 3	Women-Focused Rebranding	“Redefining Strength — For Every Woman at Mory Gym”	11.6%	55%	6.1%
Email 4	Testimonial & Social Proof	“See How Our Members Transformed with Mory Gym”	9.8%	49%	4.7%
Email 5	Offer Announcement	“Flash Deal: 30% Off Annual Membership!”	13.5%	62%	7.9%
Email 6	Class Highlight	“New Yoga Sunrise Classes	8.9%	46%	3.8%

		— Book Your Spot!”			
Email 7	Winback & Reminder	“Still Thinking About It? Come Back to Mory Gym”	12.1%	50%	6.0%
Email 8	Loyalty Thank You	“You’re One of Us — Thank You for Training at Mory Gym”	9.3%	48%	4.2%

4. Email Draft Texts

#	Email Title	Body Text
1	Welcome Email	Welcome to Mory Gym! We’re excited to have you on board. Explore modern classes, expert trainers, and personalized programs that bring real results. Click below to get started today.

2	Trial Invitation	Your first class is on us! Choose from strength, HIIT, or yoga and discover why Mory Gym members love their journey. Claim your free trial now.
3	Empowerment Campaign	Strong is the new beautiful. Mory Gym is built for women who lift each other up. Explore our redesigned female-friendly spaces and programs.
4	Community Story	Meet Sarah — she lost 12kg in 3 months with consistency and our guidance. Be the next story. Join Mory Gym today.
5	Flash Offer	For 48 hours only — get 30% off your annual plan. The sooner you start, the faster the change. Act now!
6	Yoga Highlight	Our sunrise yoga classes are here. Reset your energy with morning balance and fresh air. Book your mat today.
7	Winback Email	We've missed you! Let's continue what you started. Reactivate now and enjoy a special comeback discount.

8	Loyalty Appreciation	Thank you for being part of our community. Keep pushing forward — your next level awaits at Mory Gym.
9–15	Additional Tests & Variants	Subject line, CTA, and creative tests included “Your New Challenge Starts Now”, “Ready to Feel Stronger?”, “Claim Your Free Class”, and others used for optimization rounds.

5. Results & ROI Summary

Metric	Value
Total Emails Sent	24,000
Average Open Rate	50.7%
Average CTR	10.4%

Average Conversion Rate	5.2%
Revenue Generated	\$14,250
Total Cost	\$1,680
ROI	+748%

6. Insights & Next Steps

- Subject lines containing time-sensitive words (“Today”, “Now”, “48 hours”) had 18% higher open rates. - CTAs with direct benefit wording (“Claim”, “Start”, “Join”) increased CTR by 14%. - Female-focused messaging outperformed neutral wording by 22%. - Next phase: introduce personalized progress updates, mobile-first redesign, and gamified loyalty points.