# 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

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| **Email** | **Objective** | **Subject Line** | **CTR** | **Open Rate** | **Conversion Rate** |
| Email 1 | Welcome & Brand Intro | “Welcome to Mory Gym — Let’s Begin Your Transformation” | 8.2% | 44% | 3.4% |
| 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 — Book Your Spot!” | 8.9% | 46% | 3.8% |
| 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

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| **#** | **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

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| **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.