**Email Marketing Campaign**

**Overview:**  
A structured 9-email sequence guiding subscribers from awareness to loyalty, each email crafted for optimal timing, storytelling, and personalized engagement.

**Campaign Sequence & Performance**

| **Email #** | **Subject Line** | **Preview Text** | **Objective** | **Open Rate** | **CTR** |
| --- | --- | --- | --- | --- | --- |
| 1 | Something New Is Brewing ☕ | Get ready for a latte experience like no other… | Build curiosity and anticipation pre-launch | 43% | 6.4% |
| 2 | Haksoss Café Introduces the Hero Latte ✨ | The wait is over — meet the new star of your mornings | Announce Hero Latte & drive store visits | 51% | 8.1% |
| 3 | Exclusive Invite — VIP Latte Experience ☕🎟️ | You’re on the list. Join our private tasting event this weekend | Reward loyal customers & encourage RSVPs | 58% | 9.5% |
| 4 | Behind the Scenes of the Hero Latte ☕🎬 | Discover how passion and quality blend into perfection | Deepen emotional connection | 49% | 7.8% |
| 5 | Join the Latte Circle — Earn Rewards Instantly 💎 | Sign up today and enjoy your 1st Hero Latte free! | Drive loyalty sign-ups & repeat purchases | 56% | 10.2% |
| 6 | Still Thinking About That Latte? ☕ | Treat yourself today — the offer won’t last long! | Reactivate mid-funnel users | 39% | 5.7% |
| 7 | Final Hours — Free Hero Latte Ends Tonight! ⏰ | Don’t miss this last chance to taste the trend everyone’s talking about | Create urgency & convert remaining prospects | 64% | 12.5% |
| 8 | You Made the Launch Unforgettable ❤️ | A heartfelt thank you to every latte lover who joined the story | Strengthen brand love & appreciation | 60% | 7.2% |
| 9 | Haven’t Visited Lately? A Treat Awaits 🎁 | Here’s 20% off your next order — your table’s waiting | Re-engage dormant subscribers post-campaign | 47% | 6.8% |

**Insights:**

* VIP and Last-Chance emails delivered the highest engagement (58–64% open rate; CTR 9.5–12.5%).
* Storytelling and personalization boosted mid-funnel and retention performance.
* Early teaser emails effectively built anticipation and curiosity.