

# email marketing



## Email Marketing

### List Building

We'll grow our email list through website opt-in forms, social media promotions, and lead magnet offers. We'll offer a 10% discount code to new subscribers.

### Segmentation

We'll segment our email list based on demographics, purchase history, and engagement levels. For example, we'll segment subscribers based on product preferences.

### Automated Campaigns

We'll set up automated email sequences to nurture leads, welcome new subscribers, and re-engage inactive customers. This includes welcome series, abandoned cart series, and personalized recommendations.



# Content Marketing

1

## Blog

We'll create informative blog posts targeting keywords related to skincare, beauty, and wellness. We'll optimize posts for search engines and promote them on social media.

2

## Videos

We'll produce high-quality videos showcasing Plum Goodness products and their benefits. We'll create product demo videos, skincare tutorials, and behind-the-scenes content.

3

## Infographics

We'll design visually appealing infographics to communicate complex information about skincare and beauty, promoting them on social media.

4

## E-books

We'll develop comprehensive e-books on skincare and beauty, offering them as lead magnets to attract new subscribers.