

# **Email Marketing**

### List Building

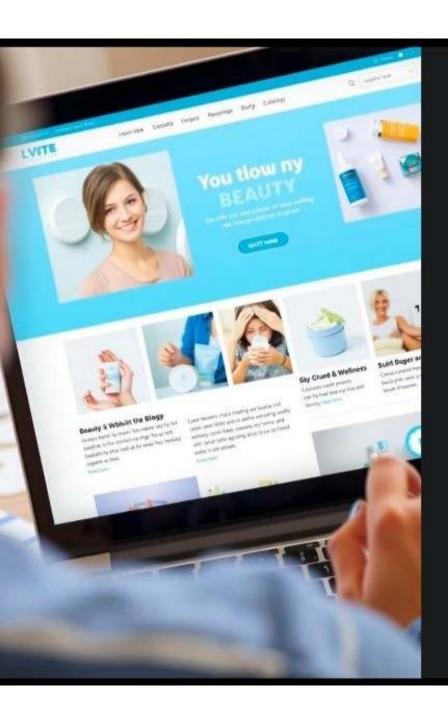
We'll grow our email list through website opt-in forms, social media promotions, and lead magnet offers. We'll offer a 10% discount code to new subscribers.

### 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

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.

Videos

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

Infographies

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

E-books

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