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Email Deployment for Capstone Client

**CSCM1020 Content Promotion and
Amplification**

Section 1

Amy Wong

05 December 5, 2024

Brief Overview of **Get Organized**

Get Organized is a Toronto, Ontario-based professional organizing company whose focus is on the process of turning a cluttered home or office into a well-organized working space. The company operates primarily to clean residential spaces, sort corporate spaces, and design personal storage solutions depending on the needs of clients.

As for their functioning, they must provide their clients with some basic organizing principles and make them feel calm and productive. Services provided by Get Organized range from closets that are too full to home offices that need to be set up and move-in, through the process of moving, and even after a renovation.

Get Organized aims to be client-oriented and provide effective and attractive customized solutions to clients' needs. Organization is not a boring process when it is handled by the team as they put their best, expertise, and creativity into making the whole process as easy as possible.

Email Plan

The purpose of the email marketing strategy is to professionally advertise Get Organized's services of professional organizing and establish a strong customer following as well. This will be informed by an analysis of the Get Organized brand, services, and the intended target customers.

Key Objectives for Email Plan:

- Increase brand awareness: Inform the viewers about the need for professional organizing and the ways that Get Organized will help.
- Drive conversions: Also, advertise work such as cleaning houses or offices, or any consultation services, with worrying CTAs.
- Foster engagement: In a nutshell, beings that build instant rapport with an organization are to be directed on how to stick with the company for more services and products through value-added content and willing offers.
- Re-engage dormant customers: Always employ special promotions for people who have been inactive on your website or haven't been active in the recent past.

Audience Targeting

A high level of customer segmentation will ensure that emails of different types are delivered based on the needs of the customer base.

New Subscribers:

- Characteristics: It targets persons who have opened the Get Organized newsletter, and those interested in the services that are offered in the organization.
- Goal: Launch/Market the brand, inform/rest of services and sustain through knowledge.
- Content Focus: Newsletter subscriptions, any message that has to be delivered to a customer's inbox in the first place, or introduction to Get Organized services.

Returning Customers:

- Characteristics: I would define customers as those people who have had some prior experience with Get Organized company.
- Goal: Advise other services or temporary organizing promotions.
- Content Focus: Discounts, cleaning hacks and organizational tips, and new products and/ or services.

Dormant Subscribers:

- Characteristics: The customer did not communicate or use the emails or services for some time.
- Goal: Furthermore, it will be advantageous to bring the inactive customers back to the platform – use generous offers and bonuses to do that.
- Content Focus: Follow-up emails informing them of other services they will require sometime soon.

Event Participants:

- Characteristics: Clients who received webinars and workshops or even business consultations.
- Goal: Send some useful information or tips or offer something more specific tailored to customers.
- Content Focus: Quick follow-up to the event brief, additional advice or recommendations connected with the event theme, as well as invitations to special promotions or offers related to the event.

Inbound Email Marketing Campaigns

1. Welcome Email:

- **Purpose:** Introduce new subscribers to Get Organized.
- **Content:** Welcome message, what to expect, and a CTA to visit the website or book your free consultation.

Outbound Email Marketing Campaigns

Habit-Building Email:

- **Purpose:** inform, engage, and drive conversions.
- **Content:** Small Changes, Big Impact, a simple, actionable tip for organizing that can resonate with the reader, making the email informative as well as promotional.

Best Practices

Personalization: Personalized subject line, (Ready for more personalized tips?)

A/B Testing: Subjects all elements of emails including subject lines, the call to action, and designs to generate the most engagement.

Mobile Optimization: The emails are responsive to be viewed conveniently on devices such as mobile.

Clear CTAs: Every newsletter should contain a clear and strong CTA, such as booking your free consultation.

Monitor Performance: Ensure one is opening his emails, click-through rates, and conversion rates for the campaigns to be optimized.

[campaign](#)



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Create

All campaigns

View analytics

Create

Home

Campaigns

All campaigns

Campaign Manager

Automations

Overview

All journeys

90 days left to access free set up for your new plan.

Schedule a call

Holidays: None

December 2024

Today

Month

?

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Welcome Campaign fo... Sent	2	3	4	5 Small Changes, Big Im... Scheduled	6	7
8	9	10	11	12	13	14

Share feedback

Feedback

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Welcome to Your Organized Life!



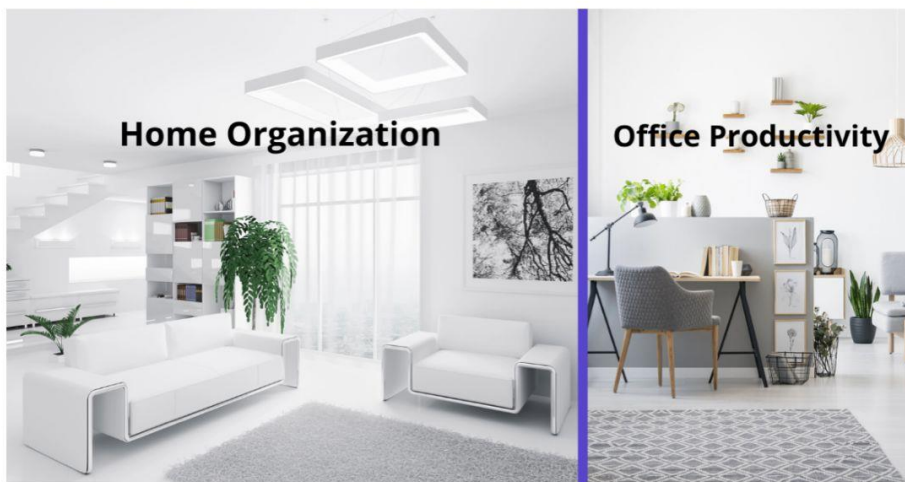
Hello,
Welcome to Get Organized, where we design environments for efficiency and serenity, side by side with you. Whether the challenge is a messy home or the hunt for productive business arrangements, we are here to help you every step.

What We Can Do for You



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What We Can Do for You



[Book Your Free Consultation](#)



Call us for a free consultation
416-454-8577





Small Changes, Big Impact



Hello,

Life gets busy, but creating a calm and organized home doesn't have to be overwhelming. By introducing simple habits into your daily routine, you can keep your space tidy and stress-free without extra effort.

Here are 3 habits to get you started:

- **The “One In, One Out” Rule**

Each time you wish to purchase a new item and bring it home, you need to get rid of an old thing.

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- **The “One In, One Out” Rule**

Each time you wish to purchase a new item and bring it home, you need to get rid of an old thing.

- **The 5-Minute Reset**

Have everyone return items to where they belong each night – it should take only five minutes. Every morning you will wake up to a clean, well arranged room.

- **The Donation Box**

Have a box close to put things that you do not frequently use. When ever it is full, the recipient can be given new ones.

Start Small, Stay Consistent. While these habits may seem quite minute and inconsequential, they may cause quite the impact when followed religiously.

Ready for more personalized tips?



Get Organized
Call us for a free consultation
416-454-8577

You are receiving this email because you
subscribed to Get Organized. [Unsubscribe](#)
~~here.~~



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Create

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All campaigns

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90 days left to access free set up for your new plan.

Schedule a call

All campaigns

View analytics

Create

Search campaigns

Type: All Status: All Folder: All Date: All Clear

Sort by: Date edited

<input type="checkbox"/>	Name	Status	Audience	Analytics	Actions
<input type="checkbox"/>	Small Changes, Big Impact Regular email Last edited Thu December 5, 2024 7:46 pm by Sneha Raval	Scheduled Thu December 5, 2024 8:00 pm	Snehayorku		Pause and edit
<input type="checkbox"/>	Welcome Campaign for Get Organized Regular email Last edited Sun December 1, 2024 3:26 pm by Sneha Raval	Sent Sun December 1, 2024 3:26 pm	Snehayorku 2 recipients	100.0% Opens 100.0% Clicks	View report

Showing results 1 - 2 of 2

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Share feedback

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