

Activity Exemplar: Write an effective retention email

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”



Link to exemplar: [Retention email](#)

OR

If you don’t have a Google account, you can download the exemplar directly from the attachment below.



Activity Exemplar_ Retention email
DOCX File



Assessment of Exemplar

Compare the exemplar to your completed retention email. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Review each section of the email:

- The subject line tells the reader what you are offering and grabs their attention.
- The body includes personalized, inviting language that introduces the app. It describes the app’s features, the free trial being offered, and how the app will benefit the reader. It is clear, concise, and conversational and addresses the reader in the second person.
- The call to action tells the reader what to do, based on the campaign’s goal. It is two-to-five words long and is formatted to stand out.
- The closing is sincere and expresses gratitude to the reader for their business.

Mark as completed

