

1.
To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



Activity Overview

In this activity, you will write a customer retention email announcing a new fitness app. A retention email is sent to a current customer with the intent of keeping them as a customer. By sending compelling, informative, and personalized emails to customers at the right time, you can engage with them, demonstrate the value of your company, and encourage them to do further business with you.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

Power Zone Fitness Clubs provide a wide variety of strength, cardio, and functional training equipment, as well as group fitness classes and personal training sessions. Power Zone is just about to launch their new app, *Zone on the Go*, which features online classes, progress tracking, virtual personal training, custom workout routines, and exclusive deals. To encourage existing club members to try the app, Power Zone is offering a free, three-month trial.

You've been tasked with writing a retention email to announce the launch of the app. You are currently working on a version of the email targeting current customers who have identified themselves as parents or caregivers. Your goal for this campaign is to get at least 5% of these customers to download the new app and sign up for the trial.

Step-By-Step Instructions


Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [Retention email](#)

OR

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

 [Activity Template_Retention email
DOCX File](#)

Step 2: Write a subject line

Write a subject line that grabs the reader's attention and tells them what you are offering (e.g., a new product to help them improve their fitness). Remember to prioritize clarity over catchiness.

Step 3: Begin the body of your email

Begin the body of your email with a personalized introduction. The body is the main text of your email. Acknowledge the reader's responsibilities as a parent or caregiver and their value as a customer. Then, introduce the *Zone on the Go* app.

The body of your email should also:

Address the reader in the second person (e.g., "you," "your," "yours").

Be clear, conversational, and concise.

Step 4: Complete the body of your email

Complete the body of your email. Use simple, straightforward language to tell the reader about the new app, explain its features, and describe the free trial you are offering. Express that you understand their needs by using empathetic language, and explain how

the new app will benefit their life. Using formatting like bulleted lists and bold or color fonts to help you organize and emphasize the text.

Step 5: Include a call to action

Write a clear, compelling call to action that clearly tells the reader what you want them to do. Refer back to the scenario for the goal of this campaign, which should inform your call to action.

The call to action should also be:

Two-to-five words long

Formatted so that it stands out, such as with shading or bolded text

Step 6: Add a closing

End the email with a simple, sincere closing that expresses your gratitude for their continued business.

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to include the following elements in your completed email:

Subject line

Body

Call to action

Closing