

Scenario

Imagine you are working as part of the marketing team for an e-commerce business specialising in unique fashion and accessories. With Black Friday fast approaching, your team has decided to launch a targeted email marketing campaign to maximise sales during this high-traffic shopping period.

The campaign will highlight available discounts and create an irresistible sense of urgency to stand out in the crowded Black Friday market. As part of the marketing team for this project, you are tasked with designing an email campaign and template that incorporates key psychological triggers, including:

- **Urgency:** Use time-sensitive language such as “Limited Time Offer” or “Only 24 Hours Left!” to encourage quick action.
- **Anticipation:** Build excitement leading up to the launch by teasing exclusive offers or sneak peeks of upcoming sales in the days leading to Black Friday.
- **Curiosity:** Create intrigue with subject lines that spark interest, such as “Something Special is Coming—Don’t Miss Out!” to encourage openings.
- **Exclusivity:** Offer exclusive discounts to email subscribers only, such as “Get Early Access to Black Friday Deals!” to make recipients feel valued.

This campaign will effectively drive impulse buying behaviour and maximise conversions during the Black Friday shopping frenzy.

The target audience consists of fashion-forward individuals aged 18-35 who frequently shop online for unique clothing and accessories. This audience values exclusive deals, trendy items, and spontaneous purchases, making them ideal for this campaign. They are active on social media and are influenced by trends, making them responsive to targeted email marketing that highlights limited-time offers.

The primary objective of this email marketing campaign is to maximise sales during the high-traffic Black Friday shopping period by driving immediate purchases. The strategy focuses on leveraging psychological triggers to create an irresistible sense of urgency, anticipation, curiosity, and exclusivity, encouraging recipients to take action quickly.

As part of the marketing team for this project, you are tasked with designing an email campaign and template that incorporates key psychological triggers to boost sales during

Black Friday. Your campaign will focus on urgency, anticipation, curiosity, and exclusivity, all aimed at encouraging your audience to act quickly.

To inform your campaign, you need to create a campaign outline, this involves several key components to ensure your messages resonate with your audience and achieve your campaign goals. The following questions will guide you through the process.

Instructions

- Read the scenario and answer the questions that follow.
 - Your answers should not exceed a paragraph of more than 120 words per question.
 - Include an advertisement image at the end of your assignment, and ensure the quality of the image inserted is clear.
 - Your file upload should be in PDF format and use the following naming convention:
 - Name_Surname_M8_Assignment
 - Example: Jamie_Jones_M8_Assignment
 - Upload your assignment as a PDF file to the **Module 8 folder** in GitHub.
- This is a graded assessment and makes up 10% of your total score for the course.

Questions

Use these campaign planning questions to think about what your email campaign will look like.

1. What is the primary goal of your email campaign, and how will you measure its success?
2. How will you create a sense of urgency in your email to encourage immediate action?
3. What visual elements will you include to make your email appealing and on-brand?
4. How will you use curiosity to encourage customers to complete their purchase?
5. What clear call-to-action (CTA) will you use, and how will it be positioned in your email?
6. How will the design of the email support the sales strategy?

Design Your Email Template

With your campaign planning questions complete, your next step is to design the actual email template. Your template should follow the best practices for email design.

Here are some **key elements** to include:

- **Header:** Include the brand logo and a brief headline that promotes the Black Friday sale. Use a countdown timer to emphasise the limited-time nature of the sale.
- **Product Images:** Display featured products with short descriptions and clear price reductions.
- **CTA:** Use a bold “Shop Now” button that links directly to the Black Friday product page.
- **Offer Details:** Highlight the early access offer with an additional discount for pre-Black Friday purchases.
- **Curiosity Element:** Place a teaser about the surprise at checkout (e.g., “Complete your purchase to reveal a special surprise!”).
- **Exclusivity Section:** Feature the limited-edition personalised bag by the artist, emphasising its unique and exclusive nature.
- **Footer:** Include social media icons, contact information, and a clear option to unsubscribe to ensure compliance with email marketing regulations.

Grading

The following assessment criteria will be used to grade your submission:

- 0 - Failed to submit
- 1 - Limited
- 2 - Basic
- 3 - Proficient
- 4 - Advanced
- 5 - Exceptional

The following assessment criteria will be used to grade your submission:

- Effort
- Application
- Examples

- Digital Marketing insight

Please see the rubric below for detailed explanations of each criteria and the accompanying score.

Rubric

The task total will be a score out of 20

Criteria	1	2	3	4	5
	Limited	Basic	Proficient	Advanced	Exceptional
Effort	Minimal effort apparent, with little attention to detail or engagement with the task.	Shows some effort, but responses may lack polish or thoroughness.	Demonstrates a solid effort, with responses showing attention to detail and engagement with the task.	Displays a strong effort, with responses exhibiting thoroughness, coherence, and depth.	Exemplifies an outstanding effort, with responses displaying exceptional clarity, insight, and completeness.
Application	Fails to apply learned information effectively to the scenario.	Demonstrates basic application of learned information to the scenario, but lacks depth or coherence.	Applies learned information to the scenario with clarity and coherence, demonstrating a solid understanding of its relevance.	Applies learned information skillfully to the scenario, offering insightful analysis and connections.	Applies learned information in a highly sophisticated manner, integrating multiple perspectives and drawing nuanced conclusions.
Examples	Few or no examples provided. Demonstrates limited understanding or application of concepts.	Provides some examples, but they may be simplistic or lack depth. Demonstrates basic understanding of concepts.	Offers several relevant examples demonstrating understanding of concepts. Examples are well-integrated into the response.	Presents numerous detailed examples that vividly illustrate concepts and their applications.	Presents numerous detailed examples that vividly illustrate concepts and their applications.
Digital Marketing Insight	Shows little understanding of the principles of digital marketing and fails to connect theories to the scenario.	Displays basic understanding of digital marketing; makes simple, expected connections to the scenario.	Demonstrates a clear understanding of digital marketing and; makes relevant connections to the scenario, reflecting solid insight.	Exhibits deep understanding of digital marketing concepts; offers thoughtful, original insights that enhance the scenario analysis.	Demonstrates an understanding of Digital Marketing while; integrating sophisticated insights that significantly enrich the scenario, reflecting a high level of critical thinking.