📩 What is Email Marketing (for A4G/VONG)?

At A4G, email marketing means sending useful, timely messages to:

- Students
- Youth leaders
- Volunteers
- Mentors
- Partner organizations

These emails are about:

- New campaigns
- Events, workshops, challenges
- Calls for applications (like VONG ambassadors)
- Success stories, progress updates
- Monthly newsletters

🤖 What Should the AI Email Agent Do?

Since you are creating an AI to replace a human in email marketing, the AI should think and act like a smart marketer.

Here's what the AI agent should be able to handle:

🔁 1. Understand the audience

a) Know who we are emailing (youth, mentor, leader, org, etc.)

b) Group them (called segmentation) based on their interests, location, or role

📝 2. Write or pick the right content

a) Understand the goal (Is it to invite? Inform? Celebrate?)
b) Choose the right tone (formal, friendly, inspiring)
c) Fill templates or suggest content automatically

📤 3. Send emails at the right time

For example:

a) Send a reminder 2 days before an event
b) Send a thank you email after participation
c) Send a follow-up for those who didn't open it the first time

This is called a workflow — the AI should manage this timing without a human telling it each time.

📊 4. Track and learn from results

a) Who opened it?
b) Who clicked on it?
c) Did they sign up?

Based on this, the AI should learn and improve future emails — this is what makes it intelligent

🔧 5. Integrate with Tools

a) Use tools like Zoho Campaigns, Mailchimp, or custom backend to:
b) Store email lists
c) Create templates
d) Manage scheduling
e) Track analytics

If she's building a custom AI system, the agent should pull data from A4G's backend and connect with email tools.

🎯 Example Use Case for A4G:

> *Suppose we launch a new youth challenge on Climate Action.*

- ## The AI agent should:

  1. Find all youth subscribers in the right age/location
  2. Send them an email invite with a register link
  3. Send a reminder 1 day before deadline
  4. After event, send thank you mail + survey

If user didn't open, try a follow-up with a different subject line

💡 Summary

Your AI agent should act like a smart email marketing person — who knows what to send, to whom, when, and how to improve next time. I'll help you define the content types, audience segments, and campaign goals. You'll build the logic and automation around it.