



## Email campaign to increase rider's aware...

Oct 7 - Nov 1

Grid Board Timeline

Zoom

6 Group members

### 1 Develop email campaign

2 Target audience profile

3 Create email storyboard

4 Marketing approval of storyboard

5 Define email response link priority

6 Develop email message

7 Email campaign defined

### 8 Validate email messaging

9 Pilot email messaging outreach

10 Refine email messaging

11 Refine email response link priority

