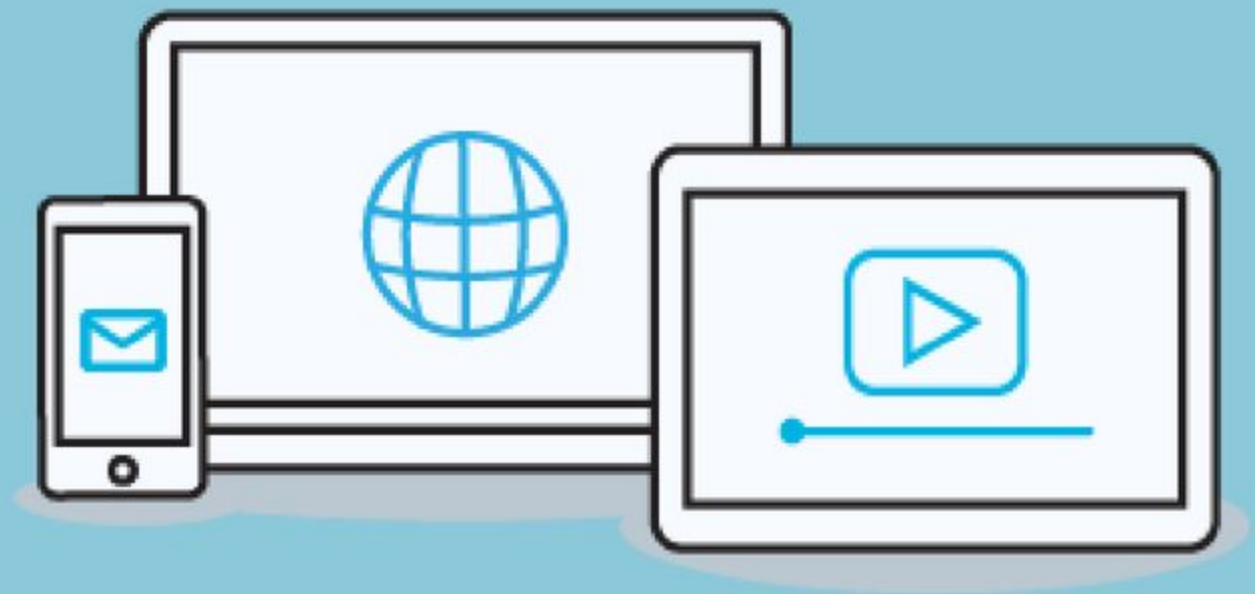


# Project 8

## Portfolio



---

# **1. Customer Journey Based Marketing Plan**

What: your offer

Who: your customers

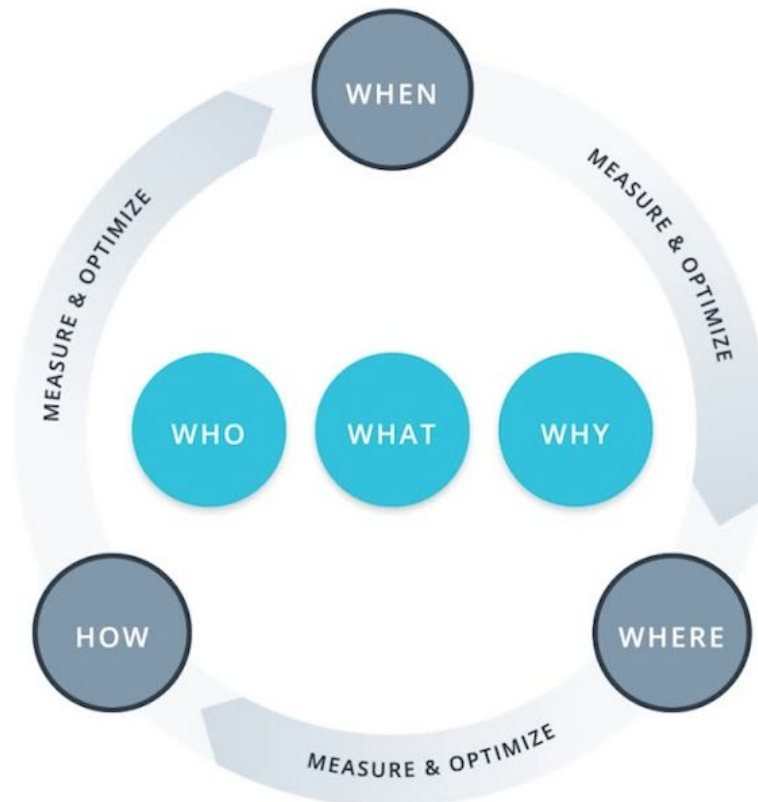
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



---

**What: Your Offer**

# Option 3:

## Your Company's Product or Service

Create a Customer Journey Based Marketing Plan for one quarter with the goal of getting new customers for your company.

**Budget:** \$100,000

**Profit:** For the purpose of this assignment, assume a cost of a project \$10,000 and a profit margin of 30%, meaning that your company makes \$3,000 in profit per project.

**Campaigns:** We want to aggressively grow your business but, we want to do it without losing money.

# Marketing Objective:

## Gladiator T&F Content & Products

*What is the marketing objective for your marketing efforts?*

- The marketing objective is to gain 20,000 viewers in the period of three months (May, June, July)
  - Ideally want convert these viewers into purchases of product
- The KPI is the number of website viewers in this three month period

# Value Proposition

**FOR** individual fitness hobbyists

**WHO** are looking to expand what they can achieve alone

**OUR** fitness products and content

**THAT** offer ease of self use through content

**UNLIKE** (Bodybuilding.com) competitor that sell similar products

**OUR OFFER** is that we offer content and products across a multitude of different individual fitness activities



# Who Are Our Customers?



What: your offer

Who: your customers

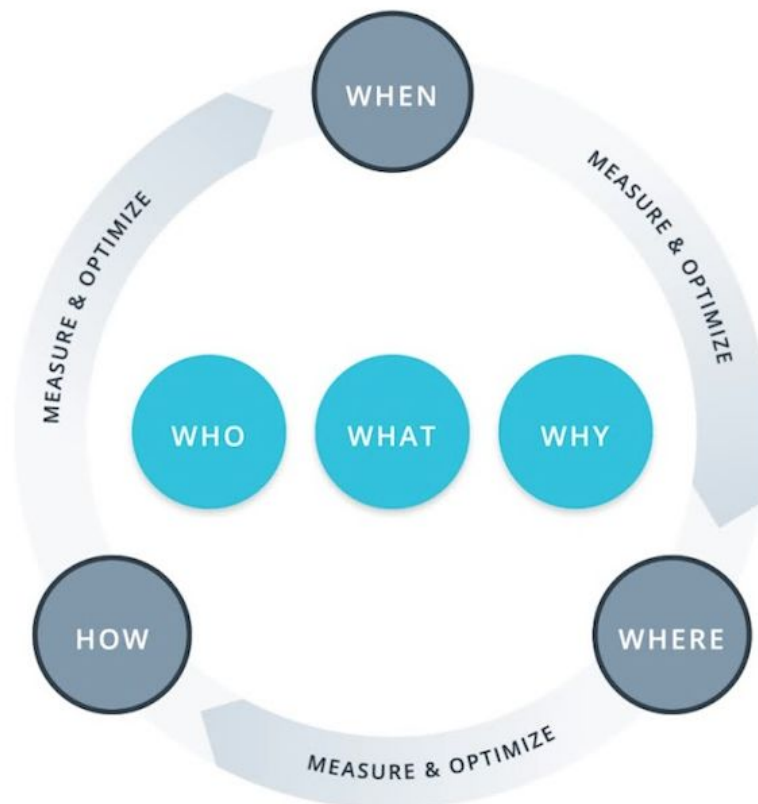
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



# Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"><li>Male, 30 years old<ul style="list-style-type: none"><li>Working professional</li></ul></li></ul>	<ul style="list-style-type: none"><li>Gordon</li></ul>	<ul style="list-style-type: none"><li>Stay fit in a time efficient and interesting way</li><li>Do well at work and continue to succeed professionally</li><li>Stay focused on everything he is trying to accomplish</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>Staying fit and working out including things such as weight lifting or running</li><li>Reading and staying up to date on trends relating to job</li><li>Following favorite sports and athletes</li></ul>	<ul style="list-style-type: none"><li>Be as fit as working life allows him to be</li><li>Start new fitness pursuits</li><li>Deal with nagging injuries</li></ul>	<ul style="list-style-type: none"><li>Working career</li><li>Fitness related injuries</li><li>Loss of interest in fitness activities</li></ul>

What: your offer

Who: your customers

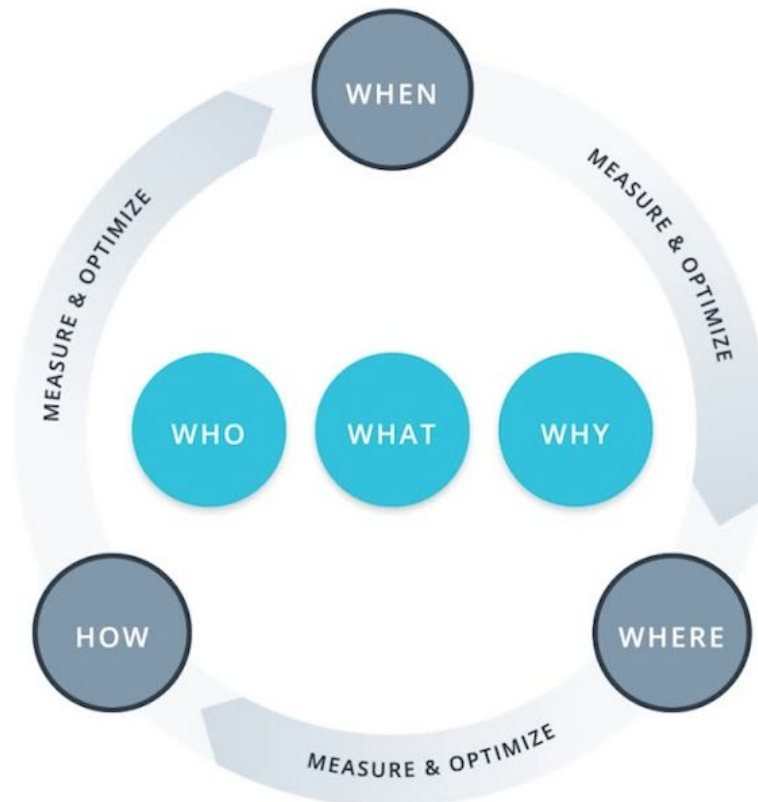
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



# Phases of the Customer Journey



Awareness



Interest



Desire



Action



Post action

# When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent
Message	<ul style="list-style-type: none"><li>• Fitness Products relating to boxing or recovery</li><li>• Boxing products that are for target persona just starting out to intermediate</li><li>• Recovery products for target persona dealing with injuries or looking to recovery faster</li></ul>	<ul style="list-style-type: none"><li>• Targeted products within each category</li><li>• Boxing gloves and wraps for absolute beginners</li><li>• Bags for beginner to intermediate stage</li><li>• Resistance bands for those looking to build stabilization strength</li><li>• Massage ball for those looking to accelerate recovery time</li></ul>
Channel	<ul style="list-style-type: none"><li>• Content Marketing through blogs informing target persona of what products can do</li><li>• Social media display ads with snippets of blog posts</li><li>• Landing page that shows product and blog content</li></ul>	<ul style="list-style-type: none"><li>• Further targeted posts within each category for targeted persona</li><li>• Using social media targeted ads, such as FB, can narrow into demographics</li><li>• Narrowed blog post categories into those looking for new exercises and those looking to recover</li></ul>

# When+How+Where = Marketing Tactics

Desire	Action	Post Action
<ul style="list-style-type: none"><li>• Contact fitness influencers to promote products relevant to what they do</li><li>• Ask for others to do tutorials or paid reviews on the products</li><li>• Make sure to speak directly on the usefulness of the products in relation to our message</li></ul>	<ul style="list-style-type: none"><li>• Merge product CTA with blog content</li><li>• Boxing products will be promoted in relation to boxing blog content</li><li>• Injury/recovery products will be promoted in relation to respective blog content</li></ul>	<ul style="list-style-type: none"><li>• Ask for reviews and feedback on products</li><li>• Offer incentives (free products or codes for discounts) for reviews</li><li>• Post reviews and feedback on landing page</li></ul>
<ul style="list-style-type: none"><li>• Focused specific blogs and backlinks to target persona frequented websites</li><li>• Can target banner ads on websites that we think our target persona most likely to click on</li><li>• Ask for collaboration content on other blogs that might be related</li></ul>	<ul style="list-style-type: none"><li>• Combined landing pages with blog content snippets</li><li>• Can link landing page to more content or expanded content (future e-book)</li><li>• Landing pages speak to relation of content and products</li></ul>	<ul style="list-style-type: none"><li>• Add comment section for blog posts</li><li>• Allow for interactions on social media interactions</li><li>• Respond to all interactions</li></ul>



## 2. Budget Allocation



# **Your Company's Budget Allocation**



# Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$10,000	\$6.00	1667	0.02%	0
AdWords Search	\$10,000	\$3.00	3333	0.02%	1
Display	\$3,000	\$12.00	250	0.02%	0
Video	\$3,,000	\$10.00	300	0.02%	0
<b>Total Spend</b>	\$26,000	<b>Total # Visitors</b>	5530	<b>Number of new sales</b>	1

## Intent: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$12,500	\$6.00	2083	0.08%	2
AdWords Search	\$12,500	\$3.00	4167	0.08%	3
Display	\$5,000	\$12.00	417	0.08%	0
Video	\$5,000	\$10.00	500	0.08%	0
<b>Total Spend</b>	\$35,000	<b>Total # Visitors</b>	7167	<b>Number of new sales</b>	5

## Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$15,000	\$5.00	3000	0.5%	15
AdWords Search	\$15,000	\$4.00	3750	0.5%	19
Display	\$4,500	\$15.00	300	0.5%	2
Video	\$4,500	\$12.00	375	0.5%	2
<b>Total Spend</b>	\$39,000	<b>Total # Visitors</b>	7425	<b>Number of new sales</b>	38

# ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Aware-ness	\$26,000	5530	1	\$3,000	\$3,000	-\$23,000
Intent	\$35,000	7167	5	\$3,000	\$15,000	-\$20,000
Desire	\$39,000	7425	38	\$3,000	\$114,000	+\$75,000
Total	\$100,000	20,122	44		\$132,000	+\$32,000

# Additional Channels or Recommendations:

- Locally advertise at fitness areas such as gyms or supplement stores
  - Located in NYC, can get a good reach locally
- As briefly mentioned before, can collaborate with other companies or other blogs
  - Joint advertise and promote partner products and content
- Makes sense to take loss in the awareness and intent stages to attract traffic in ROI



### 3. Showcase Work

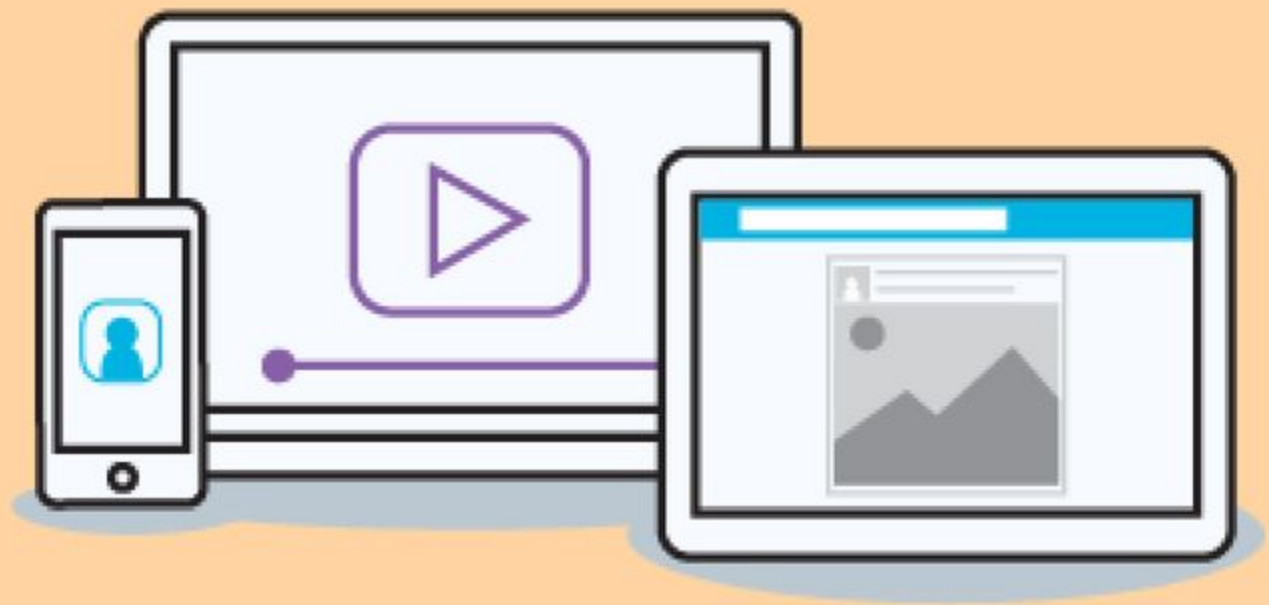
# Showcasing your Work

- **Social:** include your blog and social posts
- **Facebook Ads:** Facebook Ad Images and Results
- **SEO Audit:** Audit and Recommendations
- **SEM:** Ads, Keywords, Recommendations
- **Display:** Campaign Results, Recommendations
- **Email:** Email Plan, Test Message, Recommendations

Copy content from your previous project submissions

# Project 2

## Market your Content





# Market your Content

*(Blog Post)*

“One of the most underappreciated, but most effective pieces of equipment is the resistance band. While it's hard to see how much progress can be made with a band, they become very important when dealing with imbalances in particular with the lower body. Typically, when the body becomes imbalanced for one reason or another, our body compensates by using parts that shouldn't be used. This is typically how most injuries happen. For this short post, we will be focusing specifically on the glutes. “



X-HEAVY

40-48 LBS

600\*50\*1.10MM

Full Link: <https://gladiatortf.com/blogs/recovery/why-resistance-bands-are-a-must>

# Market your Content

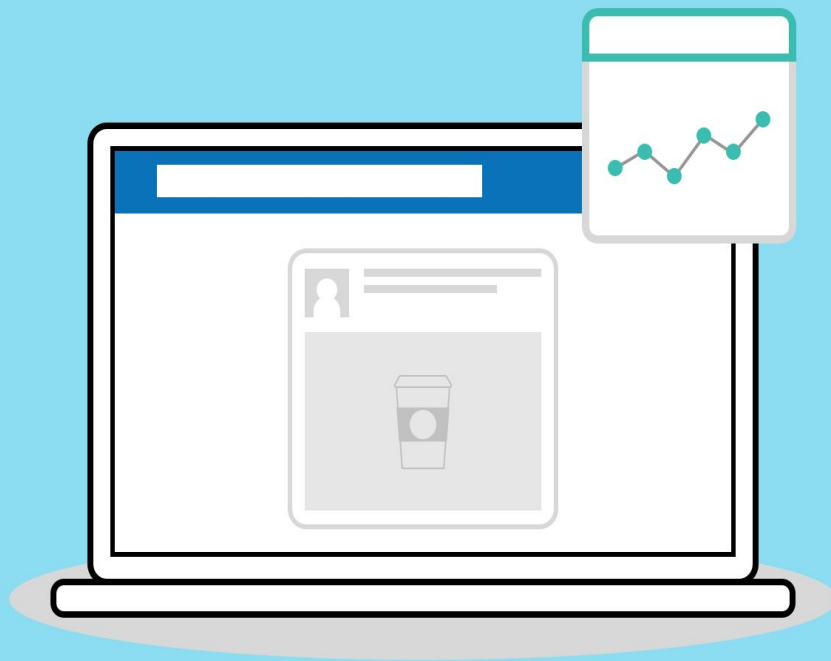
*(Social Post)*

Why you should be adding resistance bands to your routine! The best, simple, and affordable way to strengthen and tone the neglected muscles in your legs!

[Learn More](#)



# Project 3: Evaluate a Facebook Campaign



# Evaluate a Facebook Campaign (Ads)



Digital Marketing by Udacity

Sponsored · 🌐



Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



**Free eBook: Social Media Advertising**

[digitalmarketing.udacity.com](https://digitalmarketing.udacity.com)

Download



Digital Marketing by Udacity

Sponsored · 🌐



Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



**Free eBook: Social Media Advertising**

[digitalmarketing.udacity.com](https://digitalmarketing.udacity.com)

Download



Digital Marketing by Udacity

Sponsored · 🌐



Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



**Free eBook: Social Media Advertising**

[digitalmarketing.udacity.com](https://digitalmarketing.udacity.com)

Download

# Evaluate a Facebook Campaign

## *(Results)*

- i. CPM (Cost per 1,000 Impressions) : **(Amount Spend / Impressions \* 1000)**
  1. Ad One:  $(\$258.43 / 14,270 * 1000) = \$18.11$
  2. Ad Two:  $(\$566.09 / 34,879 * 1000) = \$16.23$
  3. Ad Three:  $(\$175.48 / 11,149 * 1000) = \$15.75$
- ii. Link Click-Through Rate **(Link Clicks / Impressions) \* 100**
  1. Ad One:  $53 / 14,270 = 0.37\%$
  2. Ad Two:  $146 / 34,879 = 0.42\%$
  3. Ad Three:  $54 / 11,149 = 0.48\%$
- iii. CPLC (cost per link click) **(Amount Spent / Link Clicks)**
  1. Ad One:  $\$258.43 / 53 = \$4.85$
  2. Ad Two:  $\$566.09 / 146 = \$3.86$
  3. Ad Three:  $\$175.49 / 54 = \$3.26$
- iv. Click To Lead Rate **(Results / Link Clicks)**
  1. Ad One:  $13/53 = 24\%$
  2. Ad Two:  $43/146 = 29\%$
  3. Ad Three:  $10/54 = 19\%$
- v. Cost per Results **(Amount Spent / Results)**
  1. Ad One:  $\$258.43 / 13 = \$20.20$
  2. Ad Two:  $\$566.09 / 43 = \$13.25$
  3. Ad Three:  $\$175.48 / 10 = \$17.17$

# Evaluate a Facebook Campaign

## *(Recommendations)*

- In order to improve the ad campaign, I would focus on really making the ads speak to the target persona
  - Ad description should speak to someone interested in potentially transitioning into a new role as well as the flexibility of the program
  - Perhaps one of the ads can also mention some potential roles that come out of taking the course
- The set of ads should be all a bit different, right now they are all the same ad but with a slightly different picture
  - Keep Ad Two the same as it performed the best on metrics
  - Change Ad One focusing on the career possibilities
  - Change Ad Three focusing on the flexibility of the program
  - Change pictures to someone studying or someone performing digital marketing?
  - **A/B Testing can be applied on the focus of the new Ad One and Ad Three, perhaps using the same picture**
- Out of the three current ads, I would focus on pushing the second one as it performed the best on the results (ex. Cost per result)
  - Can conduct further A/B testing using this ad, perhaps by changing the descriptions while keeping the picture the same to find an even better advertisement
- Can recommend changing the landing page as well
  - Only need email
  - Change the submit button to "learn more"

# Project 4

## Conduct an SEO Audit



# Search Engine Optimization (SEO) Audit

(On-Site)

## Keywords

	Head Keywords	Tail Keywords
1	Fitness Program	Gladiator T&F
2	Working Out	White Collar Fitness
3	Lifting Weights	White Collar Boxing
4	Starting Boxing	Recovery Working Out
5	IT Band	Pain in Glutes from Running



# Search Engine Optimization (SEO) Audit

(On-Site)

## Technical Audit: Metadata

URL: www.gladiatortf.com	
Current	
Title Tag	<meta property="og:title" content="Gladiator T&F">
Meta-Description	<meta property="og:description" content="Gladiator Training & Fitness. Online store and blog for serious fitness enthusiasts.">
Alt-Tag	<div id="FeatureRowImageWrapper-feature-row" class="feature-row__image-wrapper js"> <div style="padding-top:66.93440428380187%;" data-image-loading-animation>  </div> </div>
Revision	
Title Tag	<meta property="og:title" content="Gladiator T&F">
Meta-Description	<meta property="og:description" content="Gladiator Training & Fitness. Online blog and store for fitness minded professionals.">
Alt-Tag	alt="Picture of someone boxing. This could be you!">

# Search Engine Optimization (SEO) Audit

## *(On-Site)*

### Blog Post Suggestions

#### Topic 1 - Starting Boxing:

- Very specific search term; self selecting in who is searching for it
  - Likely someone who already knows a bit about fitness
  - More serious about fitness than average person
- Growing popularity of white collar type boxing and classes which is exactly part of target market
  - Can provide information on an alternative way to start boxing which is more traditional to the same type of market
- Team has experience in boxing training and amateur boxing competition

#### Topic 2 - White Collar Fitness:

- Niche market, all of our founders fit into this market and have knowledge of it to write many different aspects of it
- People searching for this likely to be more intrigued and focused on finding more information; will read through blog post
- Potential for several blog posts in different ways to approach fitness as a working professional
  - Different levels of commitment
  - Different types of activities
  - Importance of fitness which can feed through to success into career

# Search Engine Optimization (SEO) Audit

## *(On-Site)*

### Blog Post Suggestions

#### Topic 3 - Recovery Working Out:

- Unique topic that is often overlooked
  - Especially overlooked by “weekend warrior” types that work weekday job which is our target market
  - If overlooked, often can lead to injuries which is also a big topic of our blog
- A lot of different aspects of recovery
  - Rest days
  - Active recovery
    - Massage
    - Light exercise

# Search Engine Optimization (SEO) Audit

## (Off-Site)

### Backlinks

#### Overview

Get the data you need to do better link building research, smarter content ideation, and link prospecting - in less time. [Track in a Campaign](#)

root domain ▾

www.gladiatortf.com

Analyze

4,998 of 5,000 queries available until 05/06

Domain Authority<sup>i</sup>

1

Linking Domains<sup>i</sup>

0

Discovered in the last 60 days 0

Lost in last 60 days 0

Inbound Links<sup>i</sup>

0

Ranking Keywords<sup>i</sup>

0

	Backlink	Domain Authority (DA)
1	http://developer.mozilla.org/en-US/docs/Web/JavaScript/Reference/Global_Objects/Promise	75
2	http://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html	68
3	http://www.reddit.com/r/SelfDrivingCars/	66

# Search Engine Optimization (SEO) Audit

(Off-Site)

## Link Building

Site Name	Men’s Health
Site URL	www.menshealth.com
Organic Search Traffic	1 million
Site Name	SELF
Site URL	www.self.com
Organic Search Traffic	1 million
Site Name	Runners World
Site URL	www.runnersworld.com
Organic Search Traffic	1 million

# Search Engine Optimization (SEO) Audit

## *(Recommendations)*

- *Gain backlinks*
  - Currently do not have any backlinks to company
  - Try to find other renowned or authority blogs that might reference our blog
- *Improve indexing*
  - Need to get all pages indexed - need to submit sitemap to Google
  - Make sure directory of the site is all logical
  - Improve keyword searching for each part of the site
    - All three blogs can be crawled to from search engine using distinct keywords
- *Improve mobile experience*
  - Can be better - can clean up some of the code to improve load times
    - Do not want to lose conversions because of bad load times

# Project 5:

## Evaluate a Google Ads Campaign



# Evaluate a Google Ads Campaign

## (Ads)

Interest Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing online course for beginners	Digital Marketing for beginners	Learn to become a Digital Marketer	Digital Marketing online course	Digital Marketing online training
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	
Interest Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing Basics	Digital Marketing online training	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer with Udacity
Description	Digital Marketing Basics   Digital Marketing resources from Udacity	See how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	

Awareness Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing Basics, all you need	Digital Marketing class	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer
Description	Digital Marketing resources from Udacity	See what Digital Marketing is for and how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	
Awareness Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing online course	Digital Marketing for beginners	Learn to become a Digital Marketer online	Digital Marketing online training	Digital Marketing course with Udacity
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	



# Evaluate a Google Ads Campaign

(Results)

Campaign	Cost	Clic ks	Impression s	Conversion s	CPM (Cost Per 1,000 Impression s)	Link Click-Throu gh Rate	Click to Lead Rate	Cost Per Results
<i>Udacity_DM ND</i>	\$1,314.00	2391	111256	221	\$11.81	2.15%	9.24%	\$5.94

Ad Group	Cost	Clicks	Impressions	Conversion s	CPM (Cost Per 1,000 Impressio ns)	Link Click-Thro ugh Rate	Click to Lead Rate	Cost Per Results
Ad Group 1: <i>Interest Digital Marketing</i>	\$819.05	1553	72497	132	\$11.30	2.14%	8.50%	\$6.20
Ad Group 2: <i>Awareness Digital Marketing</i>	\$494.95	838	38759	89	\$12.77	2.16%	10.62%	\$5.56
<b>Total</b>	\$1,314.00	2391	111256	221	\$11.81	2.15%	9.24%	\$5.94

## Evaluate a Google Ads Campaign (Results)

Ad	Cost	Clicks	Impressions	Conversions	CPM (Cost Per 1,000 Impressions)	Link Click-Through Rate	Click to Lead Rate	Cost Per Results
<i>Ad Group 1, Ad 1</i>	\$458.25	991	40163	97	\$11.41	2.47%	9.79%	\$4.72
<i>Ad Group 1, Ad 2</i>	\$360.80	562	32334	36	\$11.16	1.74%	6.41%	\$10.02
<i>Ad Group 2, Ad 1</i>	\$335.60	619	28827	72	\$11.64	2.15%	11.63%	\$4.66
<i>Ad Group 2, Ad 2</i>	\$159.35	219	9932	16	\$16.04	2.20%	7.31%	\$9.96

Keyword	Cost	Clicks	Impressions	Conversions	CPM (Cost Per 1,000 Impressions)	Link Click-Through Rate	Click to Lead Rate	Cost Per Results
+Social media marketing classes	\$58.81	204	16326	18	\$5.05	1.25%	8.82%	\$4.58
+Online marketing +course	\$317.10	534	26639	65	\$11.90	2.00%	12.17%	\$4.88
Study +online marketing	\$12.85	42	2207	6	\$5.82	1.90%	14.29%	\$2.14

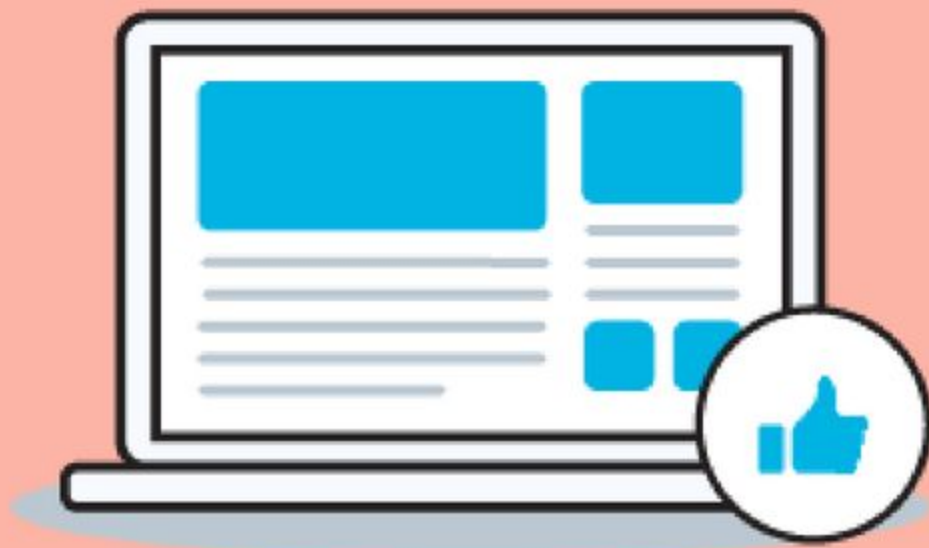
# Evaluate a Google Ads Campaign

## *(Recommendations)*

- Recommendation 1: Focus on the Ads within each Ad Group that performed well
  - If only used these two ads, would have been able to achieve the marketing objective while maintaining profitability and positive ROI
  - Discard the two other ads (Ad Group 1 Ad 2, Ad Group 2, Ad 2) and replace with new ads (more on below)
- Recommendation 2: Try more personal approach with the “Interest” Ad Group
  - Using “you” seemed to be the biggest difference in this area, and vice versa with the “Awareness” Ad Group
  - Try A/B testing knowing this, but try adding ads with headlines or descriptions of hinting at a career change or career shift
- Recommendation 3: Use phrase matching of +Digital +Marketing variations
  - In general seems very high click to lead rate for anything with the two
    - Appears that people who search for this have minds made up and are serious about pursuing further
  - Have not tried enough phrase matching in initial ad campaign, perhaps can cut down on costs

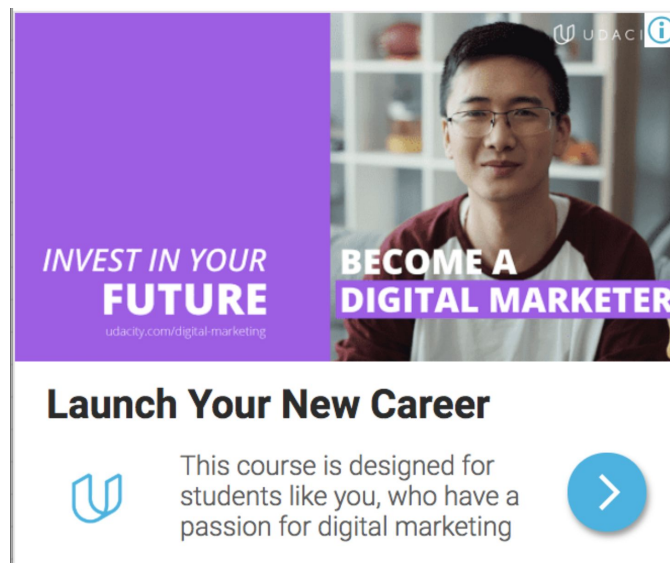
# Project 6

## Evaluate a Display Campaign



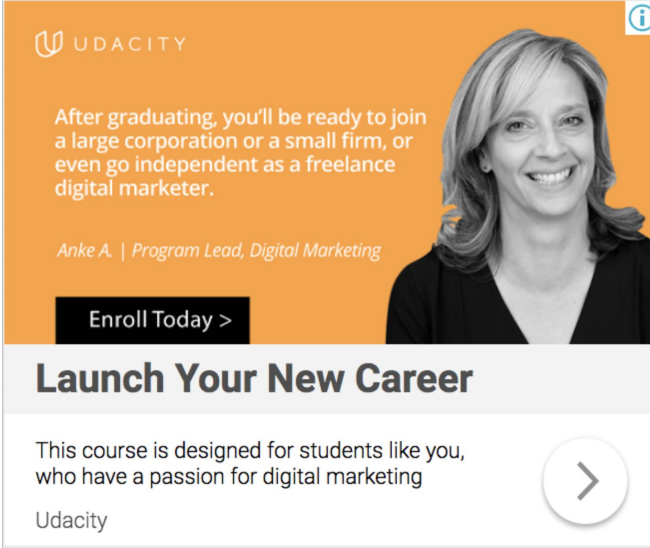
# Evaluate a Display Advertising Campaign

## *(Results)*



Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1243	200,957	0.62%	\$0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$448.95	0.62%	2	\$224.48	\$149.05

# Evaluate a Display Advertising Campaign (Results)



UDACITY

After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.

Anke A. | Program Lead, Digital Marketing

Enroll Today >

**Launch Your New Career**

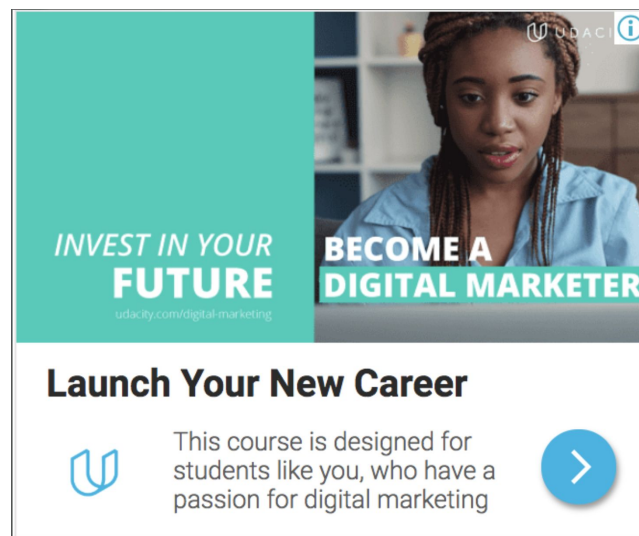
This course is designed for students like you, who have a passion for digital marketing

Udacity

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67,833	0.60%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	0.60%	1	\$231.99	\$67.01

# Evaluate a Display Advertising Campaign

## *(Results)*



Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109,994	0.61%	\$0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$234.50	0.61%	1	\$234.40	<b>\$64.6</b>

# Evaluate a Display Advertising Campaign

## *(Recommendations)*

- I believe it is smarter to focus the targeting on business professionals
  - Specifically those who are looking to learn more about digital marketing as part of their current job or those looking to pivot careers
- As discussed in the recommendations for each ad, I would A/B test using imagery of partners of the degree to show what careers are possible
- The secondary description of each ad should be changed to be more enticing rather than telling something that is already known “passion in digital marketing”
  - Changed to “you could be doing this”
- For the landing page, would add small snippets of the different topics that are introduced in the degree



# Project 7

## Market with Email



# Market with Email

## (Content Plan 1)

### Overarching Theme: 3-5 Sentences

<b>General</b>	The overall theme of this email is to focus on the boxing content and boxing products of the website. We want to attract those looking to get started in boxing. The site offers everything someone who is looking to start needs, from content on how to get started to basic products such as gloves and wraps.
<b>Subject Line 1</b>	<i>Looking for something new? Try boxing!</i>
<b>Subject Line 2 (for A/B testing)</b>	<i>Ready to start boxing?</i>
<b>Preview Text</b>	Boxing is not only one of the best sports to gain fitness...
<b>Body</b>	Boxing is not only one of the best sports to gain fitness, but to gain discipline and challenge yourself mentally. It is a tough sport to start, and hard to know just how to get going. Don't worry, follow the link below to get started!
<b>Outro CTA 1</b>	<i>Tell me more!</i>
<b>Outro CTA 2 (for A/B testing)</b>	<i>Read more!</i>

# Market with Email

## (Content Plan 2)

### Overarching Theme: 3-5 Sentences

<b>General</b>	This series of emails is directed towards working professionals looking for tips on how to stay fit. The content that the site provides is geared towards those that work at a corporate job, but still looking to take fitness a bit more seriousness than an average person. Given the niche market, I think this email will stick out the most.
<b>Subject Line 1</b>	Work in an office? When is the best time to train?
<b>Subject Line 2</b>	Are before or after the office workouts better?
<b>Preview Text</b>	For those who work corporate jobs, deciding when to workout...
<b>Body</b>	For those who work corporate jobs, deciding when to workout is a tough choice. Working out before the office has its pros and cons, as does working out after the office. Gladiator T&F provides content for the working professional, including thoughts on this topic!
<b>Outro CTA</b>	Read more!

# Market with Email

## (Content Plan 3)

### Overarching Theme: 3-5 Sentences

<b>General</b>	This email is intended to attract customers to the recovery content and products on the website. The email is relevant to a large group of customers; those who are already working out and want to do more or those who are dealing with an injury. The site also offers products that help with these types of issues.
<b>Subject Line 1</b>	Injuries holding you back?
<b>Subject Line 2</b>	Work hard on recovery!
<b>Preview Text</b>	Recovery from workouts is something that is often overlooked...
<b>Body</b>	Recovery from workouts is something that is often overlooked. A lot of the times, we work hard on the workout, and then totally neglect what happens afterwards. In order to stay at peak performance, we must take the recovery aspect just as serious as the workout! Otherwise, injuries are an often consequence. Gladiator T&F has the content and products to help you on your way below!
<b>Outro CTA</b>	Buy now!

# Market with Email

*(Test Email)*

[View this email in your browser](#)



## Gladiator T&F

Boxing is not only one of the best sports to gain fitness, but to gain discipline and challenge yourself mentally. It is a tough sport to start, and hard to know just how to get going. Don't worry, follow the link below to get started!



[Read more!](#)



Copyright (C) 2021 [LISTCOMPANY]. All rights reserved.

[JUSTDESCRIPTION]

[JUST\_ADDRESS\_HTML]

[Update Preferences](#) | [Unsubscribe](#)

# Market with Email

## *(Recommendations)*

- Unsubscribe
  - Find out reason why unsubscribing - ask quick question when unsubscribing
  - Need to remove immediately due to CAN-SPAM Act
  - Nothing can really do if person decides to unsubscribe
    - Can perhaps add something about what person would be missing if chose to unsubscribe
- Email 2 Improvement
  - Add product placement from the site in the email
    - Adding another CTA in relation to content
- Email 3 Improvement
  - Add testimonials from site members about their opinions on the topic
    - Further A/B testing to see if more likely people follow CTA with testimonials

