

Introduction

Sunnee is a start up made by a surfer who was tired to see how much plastic pollution is reversed on the ocean.

She knew the swimsuit she wears whenever she goes out for surfing is manufactured with plastic and other materials that become pollution for the ocean.

So she decided to launch a start up specialized in making eco-friendly beachwear utilising recycled materials.

I will divide this introduction in six parts:

1. Type of email
2. The aim of the campaign email
3. Target
4. Objective
5. Preview text
6. Structure

1. Type of email

It's a newsletter email, Clara wants to launch a new collection of beach wearing for kids, so she wants to send the good news to those who are present on her mailing list asking to add a collection fitted for their little ones.

2. The aim of the campaign email

The email has the goal to inform the potential clients and converting them to the landing page, in this case the website where they can buy directly from the internal store.

3. Target

Contacts of the mailing list, especially those who directly sent a message to the firm asking for something tailored for the kids.

4. Objective

We are happy to announce our new brand collection. It has to be a phrase that go straight to the point.

5. Preview text

Thanks to your continuing support, we've been able to introduce the new kids collection.

6. Structure

Due to the aim of the start up to launch and promote a new collection, a newsletter is perfectly fitted to do the job.

The main goal is to convert the potential clients to the website of the firm where they will buy directly the clothes.

So the email has to be short and go to the point, in fact the images and the short descriptions of what they will find to the website are there in order to intrigue the leads.

The combination of colours recalls not only the sand and the sea, but also the logo of the firm.

Nota per il coach: purtroppo nel convertire la email fatta su mailchimp in pdf non sono riuscito in alcun modo a togliere la striscetta bianca del translate, che tra l'altro non mi serviva perché i testi in inglese li scrivo sempre di primo pugno, ma purtroppo usciva in automatico. Ovviamente nella realtà questo problema non sussisterebbe.



We are happy to announce our new collection



Thanks to your continuing support, we are delighted to present our brand new "kids" collection.

We received hundreds of messages from you, asking for a line of eco beachwearing for your beloved kids. **Finally we made it.**

Here it is a preview of what you will find on our website

- "**Relax**" swim shorts - printed recycled ultra light
- "**Active**" one piece dakota. Totally made from plastic collected in the ocean
- "**Extreme**" abysse. Perfectly fitted for surfing, totally made from fish nets

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