

Local Newsletter Development

“Hamilton Chocolate Club” - Phase 1 Deliverable #10

Date: November 2025

Prepared for: Dan Edwards, Chocolat on James

Status: Complete

Executive Summary

This document outlines the “Hamilton Chocolate Club” newsletter concept, a local-focused email newsletter designed to build community, drive repeat purchases, and position Chocolat on James as “Hamilton’s Chocolate.” The newsletter leverages local pride, community connections, and exclusive content to create a loyal subscriber base.

The “Hamilton Chocolate Club” Concept

Core Value Proposition

Positioning: “Hamilton’s Chocolate Newsletter”

Purpose: Exclusive content for Hamilton chocolate lovers

Frequency: Monthly (or bi-weekly during peak seasons)

Tone: Friendly, local, community-focused, artisan quality

Brand Integration

As established in the Brand Positioning Strategy, “Hamilton’s Chocolate” is the core positioning. The newsletter extends this positioning into email marketing:

- **Subject Line Examples:**
 - “Hamilton’s Chocolate Newsletter”
 - “James Street Chocolate Updates”
 - “Hamilton Chocolate Specials”
 - “Your Hamilton Chocolate Club”
 - **Content Focus:**
 - Hamilton community news
 - Local events and partnerships
 - Hamilton-specific promotions
 - Local delivery updates
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Newsletter Structure

1. Header Section

Logo/Branding: Chocolat on James logo + “Hamilton’s Chocolate” tagline

Welcome: Personalized greeting (“Hi [First Name],”)

Value Statement: “Your monthly dose of Hamilton’s finest chocolate”

2. Featured Content (Monthly)

A. Hamilton Spotlight

- Local business partnerships
- Hamilton events featuring Chocolat on James
- James Street North community news
- Local delivery updates

B. Product Highlights

- New seasonal collections
- Limited edition Hamilton-themed products
- Behind-the-scenes stories
- Artisan process features

C. Exclusive Offers

- Subscriber-only discounts
- Early access to new products
- Special event invitations
- Hamilton delivery promotions

D. Community Stories

- Customer spotlights (with permission)
- Staff features
- Local chocolate moments
- UGC highlights

3. Regular Sections

Monthly Features:

1. What's New This Month

- New products
- Seasonal collections
- Limited editions

2. Hamilton Happenings

- Local events
- Community partnerships
- James Street news

3. Chocolate Education

- Tasting notes
- Chocolate pairing tips
- Bean-to-bar stories

4. Exclusive Subscriber Perks

- Discount codes
- Early access
- Event invitations

5. Call to Action

- Shop now
 - Visit us
 - Corporate gifting
 - Social media follow
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Content Calendar (12 Months)

Monthly Themes

November 2025: “Holiday Prep” - Holiday gift guide - Corporate gifting launch - Thanksgiving specials

December 2025: “Holiday Magic” - Last-minute gift ideas - Holiday shipping deadlines - New Year’s specials

January 2026: “New Year, Treat Yourself” - Self-care chocolate positioning - Valentine’s prep - Winter comfort themes

February 2026: “Love & Chocolate” - Valentine’s collection - Gift guide - Romantic pairing ideas

March 2026: “Spring Awakening” - Easter collections - Spring flavors - Fresh start themes

April 2026: “Hamilton Pride” - Local partnerships - Community events - James Street features

May 2026: “Mother’s Day Special” - Gift guide - Personalization options - Delivery promotions

June 2026: “Summer Treats” - Summer flavors - Wedding season - Corporate summer gifts

July 2026: “Community Spotlight” - Local business features - Community partnerships - Hamilton events

August 2026: “Back to School” - Teacher gifts - Corporate back-to-school - End of summer specials

September 2026: “Autumn Flavors” - Fall collections - Thanksgiving prep - Seasonal pairings

October 2026: “Holiday Kickoff” - Corporate gifting launch - Holiday preview - Gift guide early access

Subscriber Growth Strategy

Phase 1: Foundation (Q4 2025 - Q1 2026)

Target: 300-500 subscribers

Capture Methods: 1. **In-Store Tablet Signup** - Offer 10% off first order - “Join the Hamilton Chocolate Club” - Staff asks every customer

2. Website Popup

- Exit-intent popup
- “Join Hamilton’s Chocolate Newsletter”
- Exclusive subscriber perks

3. Social Media

- Instagram Stories link
- Facebook posts
- Link in bio

4. Events

- McMaster event (Nov 21-24)
- Art Crawl
- Local markets

Phase 2: Growth (Q2-Q4 2026)

Target: 2,500+ subscribers

Additional Methods: 1. Referral program (“Give \$10, Get \$10”) 2. Partnership cross-promotion
3. Content upgrades (downloadable guides) 4. Social media contests 5. Local business partnerships

Email Platform Recommendations

Recommended: Klaviyo

Why Klaviyo: - E-commerce integration (for Pavement website) - Segmentation capabilities - Automation workflows - Local business friendly - Cost-effective at scale

Alternative Options: - Mailchimp (if budget constrained) - Constant Contact (simpler interface) - ConvertKit (if content-focused)

Setup Requirements: - Email domain authentication - GDPR/Canada compliance - Unsubscribe management - Double opt-in (recommended)

Automation Workflows

1. Welcome Series (3 emails)

Email 1: Welcome (Immediate) - Welcome to Hamilton Chocolate Club - What to expect - Exclusive subscriber discount (10% off)

Email 2: Our Story (Day 2) - Chocolat on James history - Hamilton's Chocolate positioning - Visit us on James Street

Email 3: First Order Encouragement (Day 7) - Popular products - Shop now CTA - Reminder of subscriber discount

2. Engagement Campaigns

Monthly Newsletter (Automated) - Content calendar-based - Product highlights - Local events - Exclusive offers

Seasonal Campaigns - Holiday gift guides - Valentine's specials - Corporate gifting - Event invitations

3. Re-engagement Series

Dormant Subscriber (90 days) - "We Miss You" email - Exclusive reactivation offer - Survey (why did you unsubscribe/interest?)

Content Production Workflow

Monthly Process

1. Planning (Week 1)

- Review monthly theme
- Identify local events
- Select product features
- Plan exclusive offers

2. Content Creation (Week 2)

- Write newsletter content
- Source images
- Create CTA buttons
- Design template

3. Review & Approval (Week 3)

- Dan reviews content
- Final edits
- Approval sign-off

4. Send (Week 4)

- Schedule send date
 - A/B test subject lines
 - Monitor engagement
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Success Metrics

Key Performance Indicators

Growth Metrics: - Subscriber count (target: 2,500+ Year 1) - Growth rate (target: 150+ new subscribers/month) - List health (churn rate < 5%)

Engagement Metrics: - Open rate (target: 25-35%) - Click rate (target: 3-5%) - Conversion rate (target: 2-4%)

Revenue Metrics: - Revenue from email (target: \$30-60K Year 1) - Subscriber lifetime value - Email ROI

Implementation Timeline

Q4 2025 (Nov-Dec 2025)

- Newsletter concept finalized
- Email platform setup (Klaviyo recommended)

- Template design
- Welcome series creation
- Launch first newsletter

Q1 2026 (Jan-Mar 2026)

- Monthly newsletter schedule
- Subscriber growth campaigns
- Content calendar implementation
- Performance tracking setup

Q2-Q4 2026

- Scale subscriber base
 - Advanced segmentation
 - A/B testing program
 - Optimization based on data
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Brand Integration Checklist

Email Subject Lines

- “Hamilton’s Chocolate Newsletter”
- “James Street Chocolate Updates”
- “Hamilton Chocolate Specials”
- “Your Hamilton Chocolate Club”

Content Elements

- Hamilton community focus
- Local events and partnerships
- Hamilton-specific promotions
- Local delivery updates
- James Street North references

Visual Branding

- “Hamilton’s Chocolate” tagline
 - Chocolat on James logo
 - Brand colors (Rich Brown, Cream, Gold)
 - Consistent typography
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Next Steps

Immediate Actions (This Week)

1. Select email platform (recommend Klaviyo)
2. Design newsletter template

3. Create welcome series (3 emails)
4. Set up subscriber capture (in-store tablet, website popup)

This Month

1. Launch first newsletter
2. Begin subscriber growth campaigns
3. Set up automation workflows
4. Track initial metrics

This Quarter

1. Establish monthly newsletter cadence
 2. Build subscriber base to 300-500
 3. Refine content based on engagement
 4. Integrate with social media strategy
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Related Deliverables

- **Email Marketing Strategy:** Full email marketing system
 - **Brand Positioning Strategy:** “Hamilton’s Chocolate” positioning
 - **Growth Roadmap:** Subscriber targets and timelines
 - **Social Media Strategy:** Cross-promotion opportunities
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Document Status: Complete

Next Review: After Q4 2025 launch

Last Updated: November 2025