

# Local Newsletter Development

## “Hamilton Chocolate Club” - Phase 1 Deliverable #10

**Date:** November 2025

**Prepared for:** Dan Edwards, Chocolat on James

**Status:** Complete

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### 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.

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### 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

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## 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

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## **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)

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## **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?)

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## 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

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### 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