**Technologies that will be used:**

1. **Email Marketing Platform:** Mailchimp
2. **Analytics Tools:** Google Analytics, Mailchimp's built-in analytics
3. **Content Creation Tools:** Canva

Steps:

1. **Email List Building:**

***Sign-up Forms:***

* Design and implement attractive, user-friendly sign-up forms.
  + Here is an example template: <https://www.jotform.com/build/241424618904355?s=templates>
* Integrate forms on high-traffic website pages
  + **(Our homepage and product pages EV car model choices and customisation panels is expected to receive the most traffic so they must be there - decide on placement)**
  + Use Mailchimp Form Builder and website CMS plugins (WordPress).

***Lead Magnets:***

* Develop high-quality lead magnets:
  + **Our choice is exclusive content, product (car) demo performing various tests for potential and existing customers like updates for the vehicle software. No e-books will be used in this case.**
* Set up landing pages for lead magnets using Mailchimp's landing page builder.
* Promote lead magnets across the website, social media, and ads **(see previous steps)**.

1. **Email Campaigns:**

* ***Targeted Email Campaigns:***
  + Create a content calendar for email campaigns.
    - **This will also include other content types like social media posts.**
  + Develop emails tailored to different stages of the customer journey (awareness, consideration, purchase, post-purchase).
    - **The customers of our electric ar will always be in different stages, so this is crucial.**
  + Use Mailchimp Email Campaigns and content creation tools (Canva)
* ***Content Personalization:***
  + Utilize dynamic content and merge tags for personalization (e.g., recipient’s name, preferences).
    - **Mailchimp allows this in Campaign builder**
  + Collect data on user preferences and behaviors to tailor email content.
  + *Use Mailchimp Personalization Features.*

1. **Automation**

* ***Welcome Series:***
* Set up an automated welcome email series (2-4 emails) for new subscribers.
  + **Telling explicitly why the car is a must have - ask us for ideas.**
* Introduce the brand, provide valuable information, and offer special incentives.
* *Use Mailchimp Automation Workflows.*

* ***Triggered Emails:***
* Set up emails triggered by user behaviors (e.g., browsing history, purchase history).
* Send relevant emails such as product recommendations or feedback requests.
  + **Especially in the pre-purchase phase about new EV Models.**
* *Use Mailchimp Behavioral Targeting.*

1. **Segmentation:**

* ***Audience Segmentation:***
* Analyze the email list and create segments based on demographics, purchase history, engagement level, etc.
* Identify key segments (e.g., new subscribers, repeat customers, high-value customers, inactive subscribers).
* ***Use Mailchimp Segmentation Tools (tagging, grouping, we have used this before, ask us for more information if needed).***

* ***Tailored Content:***
* Develop content strategies for each segment.
* Ensure content addresses the specific needs and interests of each segment.
* *Use Mailchimp Campaign Builder.*

1. **Analytics:**

* ***Performance Tracking:***
* Monitor key metrics (open rates, click-through rates, conversion rates, unsubscribe rates).
  + **Mailchimp offers nice analytics for this.**
* Set up analytics dashboards for real-time tracking and performance analysis.
* *Use Mailchimp Analytics and Google Analytics integration.*

* ***A/B Testing:***
* Conduct A/B tests on subject lines, content, and CTAs to optimize emails.
* Plan and execute tests regularly for continuous improvement.
* *Use Mailchimp A/B Testing Features.*

* ***Reporting:***
* Generate detailed reports on email campaign performance.
* Schedule regular reporting intervals (weekly, monthly).
* Use insights to refine and adjust email strategies.
* *Use Mailchimp Reporting and Google Data Studio for custom reports.*

**Implementation Timeline**

1. Phase 1: Initial Setup (Weeks 1-2)
   1. Set up Mailchimp account and configure settings.
   2. Design and integrate sign-up forms across digital platforms.
   3. Develop lead magnets..

1. Phase 2: Campaign Development (Weeks 3-4)
   1. Develop content calendar and create email templates.
      1. **Sync with social media and content marketing plans.**
   2. Set up automation workflows for welcome series.
   3. Segment the email list and tailor content for each segment.

1. Phase 3: Launch and Monitor (Weeks 5-6)
   1. Launch initial email campaigns and automation sequences.
   2. Monitor performance metrics and conduct A/B tests.
   3. Generate and review reports to refine strategies.

1. Phase 4: Continuous Optimization (Ongoing)
   1. Regularly update content and lead magnets.
   2. Continuously segment the audience based on new data.
   3. Conduct ongoing A/B tests and adjust strategies based on performance insights.