RetainIQ is an email marketing and personalization platform. We also offer complete managed services to eCommerce DTC brands. Our primary market is large Shopify brands in the US and Canada. All examples, content and answers you give must be relevant for brands that fit the above criteria.

Imagine you're a PM in RetainIQ. You've recently started an email marketing newsletter to educate the founders, CMOs and other important decision makers in US eCommerce DTC brands about the various aspects and intricacies of email marketing. You have to come up with good pieces of content and topics that will keep the readers engaged, interested and also show them that you are an expert.

Being a good researcher is crucial for this role. You need to be able to differentiate between okay and great content, identify what makes content really good and replicate it in your own newsletter.

Google and ChatGPT are your best friends. There are also a number of tools dedicated to emails for eCommerce and email templates, most of them accessible with free accounts. Make the most of these.

The goal of this newsletter is to nurture these readers and eventually convert them into paying clients.

1. You're writing an article about VIP segments in eCommerce businesses. A lot of articles already exist, and most marketers know the common and simpler information related to this topic. To make it more interesting and relevant, you decide to write about how to increase your VIP segment.

   From your research, you know that very few articles exist on this topic, and many marketers don't work much on this. What information will you include in this article?

   It doesn't have to be a full article, just give us 5-6 of your most hard-hitting points. PS: Chat GPT can help, if you know how to use it correctly.

2. Let's say there's a big event coming up (in fact, BFCM is right around the corner and most brands have started preparing for it). You want to create an article about amazing emails that top brands have used for BFCM. In this article, you want to showcase emails that have worked really well for these brands and explain why it's so good.

   Keep in mind that common BFCM templates and ideas are, well, common. If your readers can find this information as the first result of a google search, then it's not very valuable. These ideas should be new or innovative or risky, basically out of the ordinary.

   You need to find 3 such BFCM email templates, and explain (in 3 points each) why you think it's a good addition to the article.

3. Sometimes, you'll find brands that consistently run amazing emails all the time. They will be to the point, well designed, funny, interesting and generally top tier. Finding such brands makes your work as a PM much easier, since you don't have to look far for inspiration for your next article.

   The third task is to find 3 such brands who have stunning emails that you can feature in your newsletter. Again, if they usually send run-of-the-mill emails, most of your readers won't really be interested in your articles about them.

   Include a few of their emails and also explain why you think their emails are so good.

4. Please mention what tools you have used in your assignment.

Compile all of the answers in a pdf file and mail the file to avdhoot@retainiq.io. If you need help, you can mail me at the above address, or call/text me at 9137582105.

This task shouldn't take more than a day. If you're working, have college or other commitments, then feel free to complete it in 2-3 days. However, remember that it's a first-come-first-serve basis, and assignments submitted first will be evaluated first.