Onboarding Questions Doc

What do they do?

What's the target audience?

Specific instructions

Example tone of voice

HTML Newsletter Style Reference

Industry Specifci Research

Newsletter Strategy

Newsletter Tone of Voice

Newsletter Monthly Plan

Newsletter Instance
Day 1
- Newsletter Instance Draft 1
- Newsletter Instance Draft 2
- Newsletter Instance Draft 3
- Newsletter Instance Final

Newsletter Instance
Day 2
- Newsletter Instance Draft 1
- Newsletter Instance Draft 2
- Newsletter Instance Draft 3
- Newsletter Instance Final

Newsletter Instance
Day 5
- Newsletter Instance Draft 1
- Newsletter Instance Draft 2
- Newsletter Instance Draft 3
- Newsletter Instance Final

Newsletter Instance
Day n
- Newsletter Instance Draft 1
- Newsletter Instance Draft 2
- Newsletter Instance Draft 3
- Newsletter Instance Final

Montly Stats agregated from all instances

Each **instance** can then be tagged with **one or more objectives**

Newsletter Instance Blocks

Product & Promotion Instances
1. New Arrivals – showcase latest products.
2. Bestsellers Spotlight – top 3-5 best-selling items.
3. Seasonal Collection – curated items for the current month/season.
4. Product of the Month – one hero product with extra story.
5. Limited-Time Offer – flash sale, discounts, coupon codes.
6. Bundle/Set Promotions – curated product packs.

Content & Storytelling Instances
1. Founder's Note / Behind the Brand – personal message or update.
2. Customer Story / Testimonial – highlight a customer experience.
3. Employee Pick – product chosen by a team member.
4. How-To / Tutorial – content on how to use products.
5. Lifestyle Inspiration – lookbooks, styling ideas, or "how we imagine you using it."
6. User-Generated Content – repost photos from your community.

Engagement & Interactive Instances
1. Monthly Giveaway / Contest – invite customers to participate.
2. Poll or Quiz – short interactive segment (e.g. "Which style are you?").
3. VIP/Club Invite – loyalty program updates or perks.
4. Referral Program Reminder – incentivize sharing with friends.

Events & Announcements
1. Upcoming Events – pop-ups, festivals, trade shows.
2. Company News – partnerships, milestones, press mentions.
3. Seasonal Calendar – holidays, awareness days tied to products.

Value-Add / Educational Instances
1. Tips & Tricks – care tips for the product (e.g., flower care, clothing washing).
2. Trends & Insights – what's hot in the industry.
3. Sustainability / Impact Story – eco-friendly initiatives.
4. Did You Know? – short product/industry trivia to make it fun.

Closing / Conversion Instances
1. Call-to-Action Block – clear "Shop Now" or "Browse Collection."
2. Exclusive Preview – sneak peak at next month's drop.
3. Last Chance Reminder – low stock or ending offer.

Newsletter Instance Core Objectives

Sales & Revenue Growth
- Drive direct purchases.
- Upsell/cross-sell products.
- Promote discounts, bundles, or seasonal deals.
- Highlight low-stock or limited editions to create urgency.

Product Discovery
- Showcase new arrivals.
- Reintroduce forgotten/underrated items.
- Spotlight bestsellers or trending products.
- Help customers find items tailored to them (e.g. "Editor's Pick," "Staff Favorites").

Customer Engagement
- Increase open/click-through rates through polls, quizzes, contests.
- Invite participation (UGC submissions, sharing photos, reviews).
- Create two-way communication beyond just selling.

Brand Storytelling
- Build emotional connection with founder's note, behind-the-scenes, employee stories.
- Showcase company values (sustainability, local sourcing, craftsmanship).
- Share customer testimonials and stories to strengthen trust.

Education & Value Creation
- Teach how to use products more effectively (tutorials, styling guides, care tips).
- Share industry insights, trends, or lifestyle content related to your products.
- Offer tips that provide value even if they don't buy right now.

Community & Loyalty
- Reward repeat buyers with exclusive offers or previews.
- Encourage joining loyalty/referral programs.
- Make subscribers feel part of an "inner circle."

Traffic & Channel Growth
- Drive traffic to the website, blog, or social media.
- Encourage app downloads if relevant.
- Grow following on TikTok/Instagram by linking UGC or campaigns.

Event Awareness
- Promote upcoming events (in-store pop-ups, seasonal campaigns).
- Announce new collaborations or launches.
- Celebrate milestones and company news.

Retention & Relationship Building
- Remind customers of your presence without always selling.
- Build habits (e.g. "look forward to the monthly newsletter").
- Reduce churn by offering consistent value.

Data & Insights
- Collect insights via polls/surveys.
- A/B test headlines, product types, or CTA buttons.
- Track preferences for future personalization.