

[Your Company name]

Email Marketing Strategy



What do we want to achieve by implementing email marketing?

01. [insert the answer]

What is our target audience?

- Age [Insert answer]
- Gender [Insert answer]
- Location [Insert answer]
- Habits [Insert answer]
- Other

Signup forms we are using to collect emails:

01. [Insert the answer]
02. [Insert the answer]
03. [Insert the answer]

Incentives that we use to convince our audience to sign up:

01. [Insert the answer]
02. [Insert the answer]
03. [Insert the answer]

What data do we collect with signup forms:

01. [Insert the answer]
02. [Insert the answer]
03. [Insert the answer]

Segments that we use

Segment name	Description	Current size (number of recipients)

Which types of content do our emails include?

[Insert the answer (newsletters, flash sales, automated welcome, cart recovery emails, etc.)]

What is the frequency of the emails?

Email type	How often	At what time
Newsletters		
Sales		
New collections		

A/B test elements

- [Insert answer (subject lines, discount signs, etc.)]
- [Insert answer]
- [Insert answer]
- [Insert answer]

Email marketing metrics for reporting

Metric	Q1	Q2	Q3	Q4
Open Rate				
CTR				
Conversion				
Unsubscribes				
Bounce Rate				
List Growth Rate				