Sample Email Marketing Campaign Proposal

Objectives:
Streamline ACME Organization's current email marketing campaigns and processes to create higher response rates, consistent branding and messaging, and further position the company as an industry thought leader.

Current Situation: (TAILOR TO YOUR ORGANIZATION)
SAMPLE: ACME is currently sending out a high volume of email communications to its customers and prospects. Currently there are X monthly and X quarterly email newsletters distributed. Many of these communications overlap with each other, promoting the same campaigns, diluting ACME Organization's messaging and branding. This is resulting in low open and click-through rates.

There is also a high volume of non-scheduled emails that are sent to promote one-off programs, particularly events, in addition to the regularly scheduled sends. Many times these events and programs are, or should be, included in the regular monthly emails.

Finally, regarding email design, many of the email templates are poorly formatted, not making use of the all of the email real estate available. There are also inconsistencies between the designs and graphics, further diluting the ACME brand.

Regularly Scheduled Emails: (list all regularly scheduled emails here)
Marketing Email Newsletters:
- ACME Newsletter 1 – Customers (Monthly)
- ACME Newsletter 2 – Prospects (Monthly)
- ACME Newsletter 3 - EMEA Customers (Monthly)
- ACME Newsletter 4 - EMEA Prospects (Monthly)
- Etc.

You can create an Email Marketing Matrix spreadsheet for full details on each email and targeted distribution.

Proposed Solution
All email communications need to be consolidated and an Email Preference Center should be created so that recipients can select the communications they want to receive. Following the look and feel of the website, the email templates need to be redesigned and updated. Additionally, the email distribution list should be cleansed, removing all hard bounce and inactive email addresses.

Marketing Email Newsletters:
For the marketing emails, the following newsletters should be combined into one monthly newsletter: Newsletter #1, Product Update Newsletter, Etc.
This monthly newsletter will promote all events, webinars, customer testimonials, white papers, sponsored reports, etc. There will be a U.S. and EMEA version sent.

Target Audiences: All Customers and Prospects

Customer Email Newsletters:
All of these newsletters should be combined into one monthly customer email newsletter that communicates user group events, training classes, and new products. This should be reserved for product and user group information and rebranded into a new newsletter with a new name – something like "ACME Customer News."

Email Tracking

For all emails that are sent, regular tracking reports will be provided to groups that are involved in the process. The reports will contain regularly reported email marketing metrics including (but not limited to), number of sends, number of delivers, deliverability rate, number of hard and soft bounces, open rate, click through rate, and unsubscribe rate.

Email Frequency

Email recipients will receive no more than one email per week from the company. The two monthly emails, the marketing newsletter and the customer newsletter, will be sent out on the first and third Thursdays respectively. Other one-off promotional emails will be sent in the two off weeks that a regularly scheduled email is not going out. The distribution lists for these emails will need to be closely monitored to ensure that there is no overlap for each list.

ACME Email Preference Center

Housed on the ACME .com site, the ACME Email Preference Center will allow customers and prospects to subscribe to the email campaigns they wish to receive. Each email will have a check box next to the name and brief description. Visitors will be able to check which communications they wish to receive, fill out a brief form, and will be opted in to that list. The lists will be stored in CRM and attributed to a campaign.

Sample Subscription Centers:
- http://www.rd.com/profilecenter/openPreferencePage.do
- https://pref.health.webmd.com/WebMD/WebMDSelection_MiniForm.asp?e=
- http://www.barnesandnoble.com/newsletters/newsletters_send.asp?userid=bsq1ZoIJhE&cds2Pid=946&linkid=268443

List Hygiene

Hard bounce emails are detrimental to any email marketing program. By working closely with the SF.com managers, we will work to clean up all hard-bounce emails to increase sent, open and click through rates.

Next Steps
- Communicate and get approval for plan by necessary groups
- Work with marketing to build new email templates
- Work with Web team to create email preference center
- Perform list cleanse
- Send email to entire database linking them to the subscription center to manage their subscriptions