



Client Sample 1

EMAIL EXECUTION PLAN

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Business Overview

INTRODUCTION

The focus of this plan is to cover upcoming deliverables that we'll be executing for you going forward. This is intended to act as a living strategy that we will optimize with new learnings.

GOALS

- Collect leads, nurture the relationship, and get them to convert in your sales funnel
- Expand on segmentation with a focus on automation
- Provide value, while including sales-related call to action

Email Process



Every email goes through the same stages:

**STRATEGY ⇒ COPY ⇒ DESIGN ⇒
INTEGRATION ⇒ QA ⇒ LIVE**

NOTE: We don't advise starting the next stage (ie design before copy) until we've finalized the one prior, to mitigate back and forth that may occur.

Amount of time spent on each stage is contingent upon revisions and approvals from the client. More time spent on one stage will result in subsequent delays in the stages that follow.

Email Production Process

WEEK	PROJECT PHASE	TIMELINE	DATE
1	Email Execution Plan (+ Approval), System set-up	1 Week	11-04
2	Copy Briefs (+ Review)	1 Week	11-11
3	Designs (+ Review)	1 Week	11-18
3-4	Integrate + QA Emails	4 - 5 days	11-25
4	Launch	1 Day	12-02

PROJECT PHASE	DATE
Phase 1	12-02
Phase 2	12-30
Phase 3	01-31

***** All timelines are contingent upon client turnaround time for requested materials and feedback on this EEP plan, the copy and design, and in the QA stage. *****

Your Email Plan:


WHAT'S INCLUDED:

- **Emails: 2**
 - **Round of Edits: 2**
 - **Calls:** Weekly (Phase 1) Bi-weekly (Phase 2+)
 - List cleanup
 - Email Capture Build
 - Strategic direction
 - Segmentation
 - One-click integrations
-

Phase 1:

STRATEGY

- Email Audit - **done**
- **Must** improve deliverability by list cleanup using BriteVerify <https://www.briteverify.com/pricing/>
- After list clean-up, we highly recommend migrating to Klaviyo <https://www.klaviyo.com/pricing>.
 - They charge monthly and prices are dependent on list size
- Embed sign-up form on site
- Email Capture on site
- Cyber Week Sale campaign



Price Calculator

Enter your estimated number of verifications for a one month period* below to see what you'll pay.

46623

Price Per Email	\$0.01
Total Cost:	\$466.23

Phase 1: Moving to Klaviyo

STRATEGY



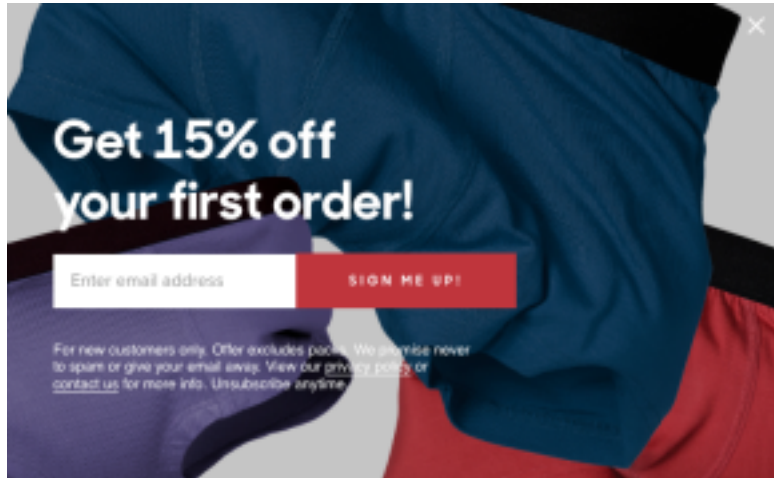
- A/B test automations & time delays
- Build more advanced automated journeys with more robust triggered and conditional splits
- Robust email reporting (WoW reports for both campaigns & automations)
- Smart Sending feature
- Strategic direction in terms of sending times
- More cost effective in terms of features included v. Omnisend



Email Capture

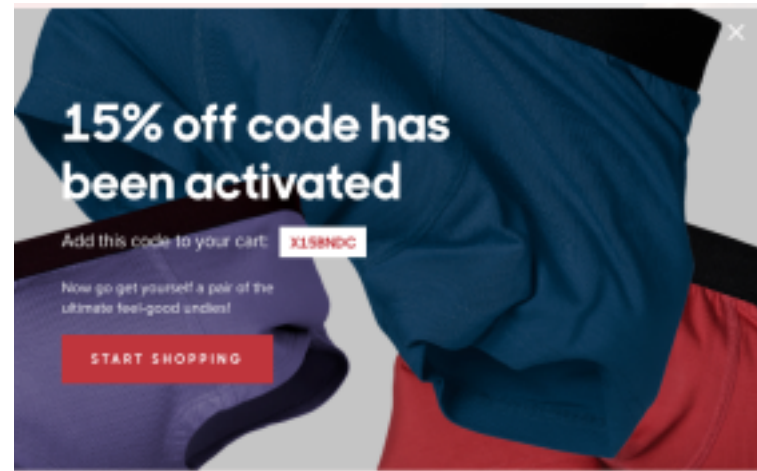
PRE-SCREEN

(Opt-In)



POST SCREEN

(Thank You)



TRIGGER: After 2 seconds on landing page

AUDIENCE: New subscribers

Phase 1: Scope (Overview)

WELCOME SERIES

{{ W1 }}

SENT: Immediately

CAMPAIGN

Cyber Week Sale

Manual Send

SENT: Dec. 2nd - Dec.
8th

Phase 1:

THEME <i>What email is it?</i>	TRIGGER <i>When is it going out?</i>	CONTENT <i>What content blocks are included?</i>	OBJECTIVE <i>What are you trying to accomplish?</i>
Welcome Email #1	Immediately after sign-up	a) Welcome offer b) mention best-sellers	To greet the new subscribers, keep them engaged with an offer and get them to convert
Cyber Week Sale	Manual Send Dec. 2nd - 8th	a) 30% off sitewide b) product feed of upsell items	Conversion week-long opportunity during the e-retail holiday

Phase 2:

STRATEGY

- Continue migrate & integration to Klaviyo if not completed in Phase 1
- KPI Reporting
- Unengaged Subscribers campaign
- Abandon Cart automation



Phase 2: Scope (Overview)

ABANDON CART SERIES

{{ AB1 }}
SENT: Immediately

CAMPAIGN

UNENGAGED SUBSCRIBERS

Manual Send
SENT: Dec 30

Phase 2:

THEME <i>What email is it?</i>	TRIGGER <i>When is it going out?</i>	CONTENT <i>What content blocks are included?</i>	OBJECTIVE <i>What are you trying to accomplish?</i>
Abandon Cart Email #1	24 hours after AC1	a) 15% off using promo code b) contents of the cart can be pulled into the email c) linking back to their abandon cart items	To have customers return to their cart and complete their purchase
Unengaged Subscribers Campaign	Manual Send on Dec. 30	a) Clever copy of why they should confirm their subscription (<i>Your jewelry will make you feel special or a star or stylish/do you have designer sketches??</i>) b) CTA button to confirm they want to be in the mailing list	Targeting audiences who wants to hear from your line and root out those who don't

Phase 3:

STRATEGY

- KPI reporting
 - Unengaged Subscribers campaign results
 - Browse Abandonment Series
 - Welcome Series #2
 - A/B test (such as subject lines, products, CTA's)
-

Phase 3: Scope (Overview)

BROWSE ABANDONMENT SERIES

{{ BA1 }}
SENT: 1 hour

WELCOME SERIES #2

{{ W2 }}
SENT: 2 days after WS1

Phase 3:

THEME <i>What email is it?</i>	TRIGGER <i>When is it going out?</i>	CONTENT <i>What are ALL the content blocks are included?</i>	OBJECTIVE <i>What are you trying to accomplish?</i>
Browse Abandonment Series 1	1 hour after someone has viewed product(s) and leaves the site	a) display items they viewed b) linking them back to the website c) free shipping for domestic or local orders	Keep the customer engaged and encourage them to convert
Welcome Series 2	2 days after Welcome Series 1	a) urgent reminder of welcome offer b) best sellers c) social plug/customer reviews	Using urgent reminder of the offer they have and including social proof can give value props to entice customers to purchase

Next Steps

Your next steps:

- Approve Phase 1 Scope
- Add all creative assets to your [BOX FOLDER](#)

My next steps:

- Phase 1 copy