

**Email Marketing
Campaign Strategy
Sample**



**marketing
whimsy**

Email #1 [Introduction email]

Subject Line: Ready to Raise Your Marketing ROI in 2025?



[Personalization token]

Did you know nearly half of marketing leaders admit that their marketing efforts need improvement?

If you're looking to move the needle, start by avoiding these common pitfalls:

- **Lack of audience segmentation** for precise targeting;
- **No data-driven strategy** for consistent growth; and
- **Undefined brand messaging** that fails to resonate.

At [Company Name], we help companies stand out. Our fractional marketing services supercharge your team with the strategies, tools and data you need to succeed.

Here's how we can help:

- **Build a winning marketing strategy** tailored to your goals, budget and strengths;
- **Elevate your brand** with clear, impactful messaging; and
- **Maximize ROI** and set your team up for success in 2025.

We're excited to help you surpass your 2025 marketing goals. Let's get started!

[Button to Campaign-Specific Landing Page w/Form]

Or, claim your free consultation today to see how [Company Name] can transform the way you do marketing:

[Schedule a Consultation Form - Automatically Populates to CRM]

OPTIONAL: At the consultation CTA, add a pic and contact info for a sales rep for more personal feel.

OPTIONAL: Add a couple related blog post teasers at the end to demonstrate expertise.

Email #2 [Value Add email]

Subject Line: "Why Isn't My Email Marketing Working?"



[Personalization token]

Does it feel like your organization's email campaigns are falling flat? Are you struggling to connect with the right audience at the right time?

Here's the truth: Many email campaigns fail because the key message just doesn't resonate.

Ask yourself:

- Do you truly understand your audience's challenges and pain points?
- What motivates them to choose your product or service?
- Do your emails reflect these pain points and motivations?

When you know your audience, your email marketing can deliver incredible results:

- **\$40+ ROI** for every \$1 spent;
- **760% revenue boost** with personalized emails; and
- **320% more** revenue from email automation..

Ready to unlock your email marketing potential?

Get your free copy of [Company Name's] ebook, "How to Triple Your Email Marketing ROI in 90 Days."

[Download Now Button - Leads to Form that Populate's to CRM]

Start turning your email list into your most profitable marketing channel today!

[About the company -1 para boilerplate —OR— a pic and clickable contact info for a sales rep to give a more personal feel]

OPTIONAL: Bullet lists can be depicted graphically for added visual interest.

Email #3 [Call to Action email]

Subject Line: "Is Your Marketing Missing the Mark?"



[Personalization token]

In the hyper-competitive B2B tech space, one big mistake can hold you back: failing to focus on ROI.

Emotion largely rules for B2C buying decisions. But for the B2B tech space, it's all about the bottom line:

- **Boosting productivity and profitability;**
- **Solving pain points;** and
- **Driving measurable ROI.**

[Company name] is here to supplement your marketing team's resources, developing strategies that resonate.

We deliver results that move the needle — more leads, higher ROI and real growth.

Don't just take our word for it!

[Client Photo/Logo and Testimonial Here]

Ready to transform your marketing game?

[Claim Your Free Consultation Today - Button or Inline Form Populating to CRM]

Let's take your B2B campaigns to the next level!

And don't forget to get your free copy of [Company name's] ebook, "How to Make the Most of Limited Marketing Resources"

[Download Now Button]

OPTIONAL: Bullet lists can be depicted graphically for added visual interest.

HINT: Fractional / supplemental marketing services are the answer in the ebook – and "Company X" happens to offer this!

Campaign Notes & Automation

marketing
whimsy

Audience Segmentation

- Age 35-50
- Profession (B2B tech, the more specific such as fintech, healthcare tech, etc would be ideal).
- Education and income level.
- Tech industry regions incl San Francisco, Boston, Austin, DC, Chicago, NYC, etc
- Prior customers.

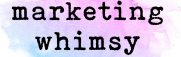
Timing and Triggers

- Email 1 deploys during business hours within 1 business day of us acquiring their info.
- Email 2 deploys 3 working days later.
- Email 3 deploys 3 working days after email 2.
- A subject who downloads an ebook is entered into a new automated email sequence, to begin after Email 3 is deployed.
- Send times all determined by the recipient's local timezone.
- Mondays to be avoided as send days when possible!

Measuring Success

- Open rate indicates a solid subject line and a good day / send time. It also confirms it's a fairly decent mailing list.
- CTR indicates I've hooked the target and successfully engaged them. This confirms that the approach and assets (e.g. ebook) are working as intended.
- Conversions are why we're all here, right?! Leads matter the most. A conversion tells me that the aforementioned items were strong and worked as intended. Always room for improvement but we're off to a good start!

Campaign Notes & Automation

The logo for 'marketing whimsy' features the words 'marketing' and 'whimsy' stacked vertically in a lowercase, sans-serif font. The text is centered within a circular, multi-colored splash that transitions from purple at the top to blue and green at the bottom.

Proposed Workflow

- The emails are dispatched according to the schedule mentioned in the prior slide.
- When they click on an ebook download, they'll be prompted to enter info such as name, position, company name, company type, phone, location. Great for future segmentation. We automate so all info is mapped over to the CRM and the appropriate mailing lists.
- After the download is complete, they're redirected to a targeted landing page. This would have a problem → solution tone, with Company X offering the solution!
- Anyone who downloads the ebook OR clicks the "contact us" button would be entered into another series of automated emails (email series varies depending upon the action). Continually engage to remain on their radar until they convert.