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Group 2  
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## **8.4 Drafting an Email & Targeting Your Email Marketing**

### **Part A: Reflection**

The objective of this activity is to get you to think about how you could use email marketing to reach a very specific audience. Consider and answer the following questions for your email and submit this along with Part B.

#### **How can your IDL use email marketing to accomplish this goal?**

Stacey Sansom Designs can use email marketing through segmented email lists that specifically target the members of each segment. Since several services and/or products are provided, it would be ideal to target each segment differently – segment specific content and promotions.

This email campaign targets the Alterations & Repairs segment.

This list would be grown by creating an Alterations & Repair specific email sign up form on the website.

#### **Who (target market) would you send the email to? Why did you choose this target market?**

Focus will be on the *Alterations & Repairs* segment. This targeted segment was selected to spread the word about promotions and gain new customers.

This campaign is targeting existing customers with email addresses on file.

**How often would you send an email? Why?**

*Promotional emails* will run 1-2 times per month. This is adequate to serve as a gentle reminder to schedule alteration and repair services and inform about current or upcoming promotions.

**What would be the subject line, and what parts of it would get the target market to open the email?**

Gobble! Gobble! SAVE 10% on Alterations in November

**What would the design and messaging be inside the email? How does this relate to the recipient?**

The email would open with a personalized greeting and use of the recipient's first name.

The design of the email would be simple with lots of white space with prominent but noninvasive logo. Headings would separate key points in the email. Noticeable but small and noninvasive "call to action" buttons or links would be used in each heading divided section of the email. Prominent links to social media, website, email, and phone number would be present at the end of the email.

For a promotional email, section categories would include promotion, services, reminder, referrals, and contact. These may seem like broad topics, but they are a base to build catchy headers from and reduce redundancy across campaigns. I feel like this progression of topics is

concise because it gets right to the promotion and each section would only have a few short sentences and a related image (if appropriate).

The headings would be reflective of the segment being targeted. In the case of alterations and repairs this would include headings such as:

- Promotion – Save 10% off alteration services this month
- Services – We offer these services
- Reminder – Don't forget
- Referrals – We like referrals
- Contact – Still have questions?

### **What metrics would you use to track success?**

There are a lot of metrics that could be tracked to show success, but I think the following are best for starting out with regular email campaign usage.

- Delivery rate (tracking messages sent and message delivery)
- Open rate (tracking email opens, message delivery)
- Click-through rate (tracking click-throughs and message delivery)
- List growth rate (tracking new subscribers, unsubscribes, and complaints)
- Platform tracking
- Demographics of opened emails