

# Pre-Black Friday email campaign

## Target audience:

- Fashion-forward 18-35 years olds
- Frequently shop online
- Taste: unique clothing and accessories
- Values: exclusive deals, trendy items and spontaneous purchases
- Active on social media
- Influenced by trendy fashion pieces

## Objective:

- Maximise sales through immediate purchases
- Encourage customers to act quickly

## Email marketing platform:

- Kit

## Question 1:

The fashion and accessories brand is named 'stone'.

The primary goal of the email campaign is to entice email subscribers to have access to early black Friday sales to popular items. Since 'stone' sells 'high-ticket' items, a sale on the most popular items will encourage email subscribers to purchase. It also builds a sense of exclusivity as I'll write copy that informs email subscribers that only they will have access to the sale.

I will measure the success of this email campaign by tracking the KPIs on the Kit platform and the backend of the e-commerce website. The specific KPIs I'll be tracking through the Kit platform will be the CTRs and email open rates. For conversion rate, I will analyse both Kit and the e-commerce platform.

## Question 2:

I will create a sense of urgency by having clear CTAs on the email's headline, pre-header and within the body section.

Here is how I will do it:

1. The header will be, '**30% OFF Bestsellers Only for Today, Jules!!**'. Informing email subscribers that the sale is only available today creates a sense of urgency. I took into account the size of phone screens, so I added the value of the discount in the beginning for a higher chance of it being read.
2. The preheader will be '**Before it's gone, SHOP EXCLUSIVE PRE-BLACK FRIDAY DEALS TODAY!**' Adding 'before it's gone' informs email subscribers that it is a limited stock, creating a sense of urgency and inspiring immediate purchase.
3. The body of the email will include CTAs in the heading section and nearer the bottom of the email.
4. I will also be adding a countdown timer near the footer of the email.

### Question 3:

The brand I had in mind is simple but sells bold clothing and accessories. Therefore:

- I have added a banner on the email that says '**Exclusive BLACK FRIDAY Deals**' and '**... the clock is ticking.**' There is also the logo of the brand in the top right corner, and its colours are incorporated throughout the email.
- I have also added some of the most popular items from 'stone' in the email as a taster of what is on sale for higher appeal.
- I made sure the CTAS are clear and in bold buttons and added throughout the email for faster access.

### Question 4:

There are two ways I will be using curiosity to entice customers to not only click on the email but to also funnel the open rate into sales. This will be by:

- The subject line will be, '**black Friday sales may not be this good**'. Not only would this promote exclusivity but it will also encourage email subscribers to open the email to check out which items are on sale.
- In the body section of the email I have added 'PS there is an extra 5% and more at checkout'. This encourages email subscribers to proceed to add items to their cart and check out for the extra 5% off, but it also builds curiosity to what the 'more' may be.

## Question 5

I added a 'SHOP NOW' button at the beginning of the email under the title, 'EXCLUSIVE BLACK FRIDAY DEALS'. This button would be convenient for email subscribers who are already curious about the discount and want to click through straightaway.

The second CTA is another 'SHOP NOW' button at the end of the email, under the countdown. The countdown already creates urgency and anticipation, and after scrolling and considering the discount this CTA I believe to be strategically placed.

## Question 6:

Specific details within my email design support a sale strategy. Here's how:

- The CTA's incite a feeling of urgency. Also, the copy within the email, '... the clock is ticking.' and the timer near the footer of the email all encourage purchases.
- I have highlighted the discounts and I have also specified which types of products are on sale with clear images to appeal to email subscribers and funnel sales.
- There are clear CTAs on the email design.
- The structure of the email design itself incentivises readers to want to click through to the website the more they scroll down. For example the additional 5% discount copy below the product images.

stone.

## Exclusive BLACK FRIDAY Deals

... the clock is ticking

SHOP NOW



the chain bag  
Was £133 **NOW £93.10**



the charmed ring  
Was £28 **NOW £19.60**



the seaside clutch  
Was £125 **NOW £87.50**



the bubble ring  
Was £24 **NOW £16.80**

**30% OFF  
ALL  
POPULAR  
ITEMS**



the fair sweater  
Was £74 **NOW £51.80**

PS there is an extra 5% and more at checkout👀

YOU HAVE:



LEFT...

Shop Now

