

# Writing Sample: Email Campaign for subscribers. July 2023.

## How to Plan a Marketing Campaign

Are you looking for ways to get your loyal customers back into your store, but you're unsure where to start? Spark Loyalty makes it easy to create and send a marketing campaign that can reach more customers and drive traffic with increased efficiency.

Need help? By using these simple steps and our Merchant Dashboard, you can achieve better results and grow your business in a meaningful way.

### Define Your Goals

The key to a successful marketing campaign is to set attainable goals from the beginning and follow a plan. First things first, set up your objectives. To do this, you'll need to ask yourself a few questions:

1. **What's the goal of your campaign?** What do you want your customers to do? This is the driving idea behind the campaign. *Ex: I want to generate an additional \$3K in sales during the holiday season.*
2. **How will you measure whether or not the campaign is a success?** Set some trackable goal metrics like overall sales, increase in customer check-ins, or discount code redemptions in your POS system.

### Choose Your Incentive

After you've set your goals, it's time to choose what kind of campaign you'll be running and what your main subject will be:

1. **Pick your campaign type.** Is this an Offer or an Announcement?
  - a. An Offer is a campaign that relates to discounts and incentives (i.e. a coupon code or sale)
  - b. An Announcement is a campaign that isn't price-related (i.e. a seasonal event, opening a new location, or bringing attention to a new collection)
2. **What is your main subject? How are you going to achieve the goals of the campaign?** Choose a focal point for your customers. This could include:
  - a. Announcing a sale or distributing a coupon code.
  - b. Throwing a seasonal event with special attractions like entertainment or snacks.
  - c. Spotlighting new inventory.
  - d. Working with other shops to start a small business shopping day.

*Ex: Plan a holiday event with a follow-up coupon campaign. Bringing customers back more than once can help to drive up revenue toward your goal of \$3K.*

It's not always about selling right away! Building customer relationships through fun narratives, events, and helpful information can lead to stronger loyalty and repeat business.

## Craft Your Campaign

Now that you've set your goals and picked your focus, it's time to create your message! Using Spark Loyalty, you can promote a multi-touch campaign that leverages the specific strengths of email, push notifications, and text.

1. **Create a draft.** Write your copy, gather a few select images, and make sure your message clearly highlights your main subject. *Ex: Grab your customers' attention by telling them why they need to come to your holiday event. Why is this a different/better experience than when they usually visit your store?*
2. **Edit your draft for each channel.** Using one source will help to maintain your campaign's voice across all three formats:
  - a. **Email:** When you're looking for more engagement through storytelling and graphics, email is an excellent choice. It's like sending a little piece of your website straight to your customer's inbox!  
*Least character limitations: (Header: 100 characters; Body: 250 characters)*
  - b. **Push:** When it comes to driving traffic directly to you, push notifications are prime! With the best click-through rates of all options, using this method will almost always guarantee more interaction...if they have notifications turned on!  
*More character limitations: (Title: 65 characters; Message: 130 characters)*
  - c. **Text:** It's no secret that people have their phones nearby at all times. Texting boasts the best open rates for campaigns so you can be sure that customers are seeing what you're sending.  
*Most character limitations: (130 characters total)*

*Hot Tip: Start by crafting your email. Use the juiciest part to create your push notification. Then distill it down even more for your text message!*

It's easy to see how your campaign looks in each format before sending it out thanks to the Merchant Dashboard. *Be sure to proofread!*