

E-Commerce Email Marketing Campaign Document

1. Campaign Overview

Campaign Name: _____

Objective: _____

Target Audience: _____

Start Date: _____ End Date: _____

2. Email Types

Email Type	Description	Send Date
Promotional	_____	_____
Abandoned Cart	_____	_____
Newsletter	_____	_____

3. Email Schedule

Date	Email Type	Subject Line	Status
_____	_____	_____	Planned / Sent
_____	_____	_____	Planned / Sent

4. Key Metrics

- Open Rate: _____ %
- Click Rate: _____ %
- Conversion Rate: _____ %
- Revenue Generated: _____

5. Notes & Next Steps

1. _____
2. _____
3. _____