

# Email Campaign Strategy Plan Template

## Campaign Overview

<b>Campaign Name</b>	<input type="text" value="Enter campaign name"/>
<b>Objective</b>	<input type="text" value="Enter campaign objective"/>
<b>Target Audience</b>	<input type="text" value="Describe target audience"/>
<b>Start Date</b>	<input type="text"/>
<b>End Date</b>	<input type="text"/>

## Key Messages

Outline main messages to communicate

## Email Schedule & Content

Email #	Send Date	Subject Line	Summary/Content	Call to Action
1	<input type="text"/>	<input type="text" value="Subject line"/>	<input type="text" value="Email summary/content"/>	<input type="text" value="CTA"/>
2	<input type="text"/>	<input type="text" value="Subject line"/>	<input type="text" value="Email summary/content"/>	<input type="text" value="CTA"/>
3	<input type="text"/>	<input type="text" value="Subject line"/>	<input type="text" value="Email summary/content"/>	<input type="text" value="CTA"/>

## Segmentation & Personalization

Describe segmentation approach and personalization strategies

## Measurement & KPIs

- e.g. Open Rate (%)
- e.g. Click-Through Rate (%)
- e.g. Conversion Rate (%)
- e.g. Unsubscribe Rate

## Notes

Additional notes or considerations