

Email Campaign Strategy Plan Template

Campaign Overview

Campaign Name	<div>Enter campaign name</div>
Objective	<div>Enter campaign objective</div>
Target Audience	<div>Describe target audience</div>
Start Date	<div></div>
End Date	<div></div>

Key Messages

Outline main messages to communicate

Email Schedule & Content

Email #	Send Date	Subject Line	Summary/Content	Call to Action
1	<div></div>	<div>Subject line</div>	<div>Email summary/content</div>	<div>CTA</div>
2	<div></div>	<div>Subject line</div>	<div>Email summary/content</div>	<div>CTA</div>
3	<div></div>	<div>Subject line</div>	<div>Email summary/content</div>	<div>CTA</div>

Segmentation & Personalization

Describe segmentation approach and personalization strategies

Measurement & KPIs

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Notes