

Email Marketing Campaign Proposal

Prepared for: [Client Name]

Prepared by: [Your Name / Company]

Date: [Date]

1. Executive Summary

This proposal outlines a comprehensive email marketing campaign aimed at engaging your target audience, increasing brand awareness, and driving measurable business results. We will leverage segmented mailing lists, effective content, and latest best practices for optimal open and conversion rates.

2. Campaign Objectives

- Grow email subscriber list by 20% within 3 months
- Achieve an average open rate above 30%
- Increase click-through rates by 5%
- Drive sales of new product line by 15% in Q3

3. Target Audience

Our campaign will focus on the following segments:

- Current Customers:** Promote new products and increase loyalty.
- Prospective Customers:** Nurture leads and encourage conversions.
- Inactive Subscribers:** Re-engage and reactivate dormant users.

4. Campaign Strategy

- Segmentation & Personalization
- Compelling Content and Design
- Automated Drip Sequences
- Performance Tracking & Optimization

5. Proposed Timeline

| Phase | Timeline | Description |
|----------------------|-------------|--|
| Planning & Setup | Week 1 | Define goals, segment list, set up tools |
| Content Creation | Weeks 2-3 | Draft and design email templates |
| Execution | Weeks 4-10 | Send campaigns, monitor results |
| Analysis & Reporting | Weeks 11-12 | Evaluate success, deliver insights |

6. Budget Estimate

| Item | Cost |
|-----------------------------|--------------|
| Email Platform Subscription | \$XXX /month |
| Content Creation & Design | \$XXX |
| Campaign Management | \$XXX |
| Total Estimated Cost | \$XXX |

7. Success Metrics

- Open rate
- Click-through rate
- Unsubscribe rate
- Conversion rate
- ROI

8. Next Steps

1. Approve proposal and confirm budget
2. Schedule kick-off meeting
3. Access required assets and lists
4. Begin campaign implementation

Thank you for considering our proposal.

[Your Name / Company]