fiverr.

The *Perfect* Email Marketing Brief

01 The *"What"*

Project title

Your Project Title

Project type

One time | Ongoing

Deadline

DD/MM/YYYY

Content to be delivered on a

Weekly basis

Service type

- Email copy
- Email design
- Email marketing

Select all that apply

- Account setup
- Action plan
- Automation flow setup
- Campaign management
- Campaign optimization
- List maintenance
- Report and analysis

Project description

Example: We'd like to create a monthly email newsletter to inform consumers about promotions

Scope: The number of emails needed and the focus of each
Examples: follow-up email, last-chance reminder

Email #1 | Email #2 | Email #3

Email #4 | Email #5 | Email #6

02 The *"Why"*

Goal

What does success look like to you?

- Acquisition
- Branding
- Education
- Engagement
- Retention
- Sale
- Traffic
- Other

03 The *"Who"*

You

To best represent you, your content expert has to know who you are.

Company Name

Company name

Website

Add link

Company Description

Add description

Brand book

Link

Target audience

Aside from you and your mom, who's going to read this?

Age

Add age

Gender

Add gender

Occupation

Add occupation

Location

Add location

Segment(s): List any that require a separate email

Examples: Viewers who have not yet made purchases, consumers who haven't made purchases in X amount of time, loyal consumers, consumers visiting from X countries

Link recipient list(s) if relevant:

Link

04 The *"How"*

Copy

Tone of voice

- Formal
- Casual
- Funny
- Approachable
- I have no idea
- Other

Examples/brand style guidelines for reference (links):

Link

- Stay clear of the following language use

ex: first person pronouns, Shakespearean phrases

Assets

- Include CTA (call to action):
  - Create your own
  - Use
- CTA link

Link

- Include discount /promotional code

Add discount/promotion code

- Create copy for subject line & preview header
- A/B test

A | B

Design

Style

Color scheme

Primary | Secondary | Link

Examples/brand style guidelines for reference (links):

Link

Fonts

Add font

Design inspiration - Examples of desired design style (links)

Link

Size requirements

Add size

Materials

- Include logo
- Text to pair with design

Add text

Marketing

Only fill out fields relevant to your needs

Account setup

Preferred platform | Primary use for account | Website integration with

Tailored action plan/Campaign development/Campaign optimization

Timing:
When should the email(s) be sent out?

Email #1 — Date — Time

Email #2 — Date — Time

Email #3 — Date — Time

Email #4 — Date — Time

Email #5 — Date — Time

Email #6 — Date — Time

- Every (week/month/quarter **on** (day/date)
- I don't know, use your judgment
- When a user/client takes the following action(s):

Example: Left website without purchasing, left items in cart, subscribed to emails

Context:
Select all that apply

- The audience has opted in for emails
- We collected the audience information of this audience through
- The audience is comprised of cold leads
- The audience has been contacted by us before
  - *In what context?*
- The audience has never been contacted by us
- The audience is comprised of people who have taken the following action(s):

Example: Added an item to cart X days ago and have not purchased

Copy:

- Create copy
  See copy section above
- Use existing copy

Link

Design:

- Create design:
  See design section above
- Use existing design

Link

Inspiration: Similar campaigns by you or other brands

Link

Email marketing report
Build a performance report of the email, measuring the following parameters

- Open-rate
- Click-through rate
- Time spent on email
- Most clicked links (or depending on the goal)

Let it all out

Have some ideas you're hoping to see in the final product? Got a great pun or a relevant example to back up your point? Here's the place to share them.