

Ella's

email marketing



Email Campaign Overview

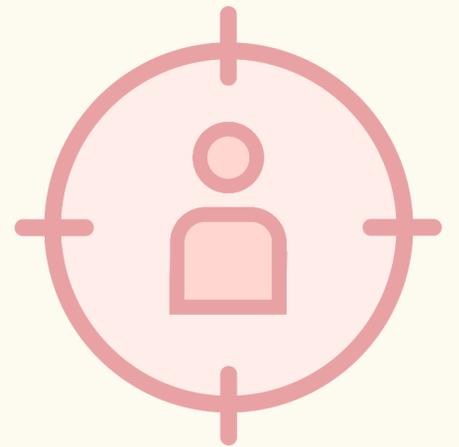
Goals



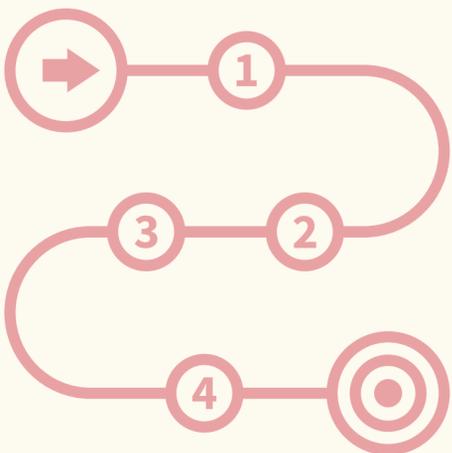
Our goal with our emails is to notify current customers about promotions, store credit, and new inventory to have customers want to rent another dress. Marketers have seen a 760% increase in revenue from using email campaigns and building email lists. Email marketing allows us to reach our primary target market, grow our customer base, and build our reputation. When buying clothing through our online store, customers will be required to create their own Ella's account. We will use their signed-up email to send/inform them about certain promotions, bundles, and updates from the company. Our marketing emails will contain sales, discounted, updated latest styles, etc, which will appeal to our customers increasing rentals.

Target Market

Ella's primary customers are young females between the age of 12-25 (Gen Z). While our target market is mainly women in this age demographic, we welcome anyone to enjoy our products. This market consists of middle-class high school/college students who attend school dances/parties/events and have a reoccurring need for formal dresses. Girls in this range are significantly more outgoing and heavy social media users, creating the perfect market for Ella's to connect with our customers through our market positioning and strategies.

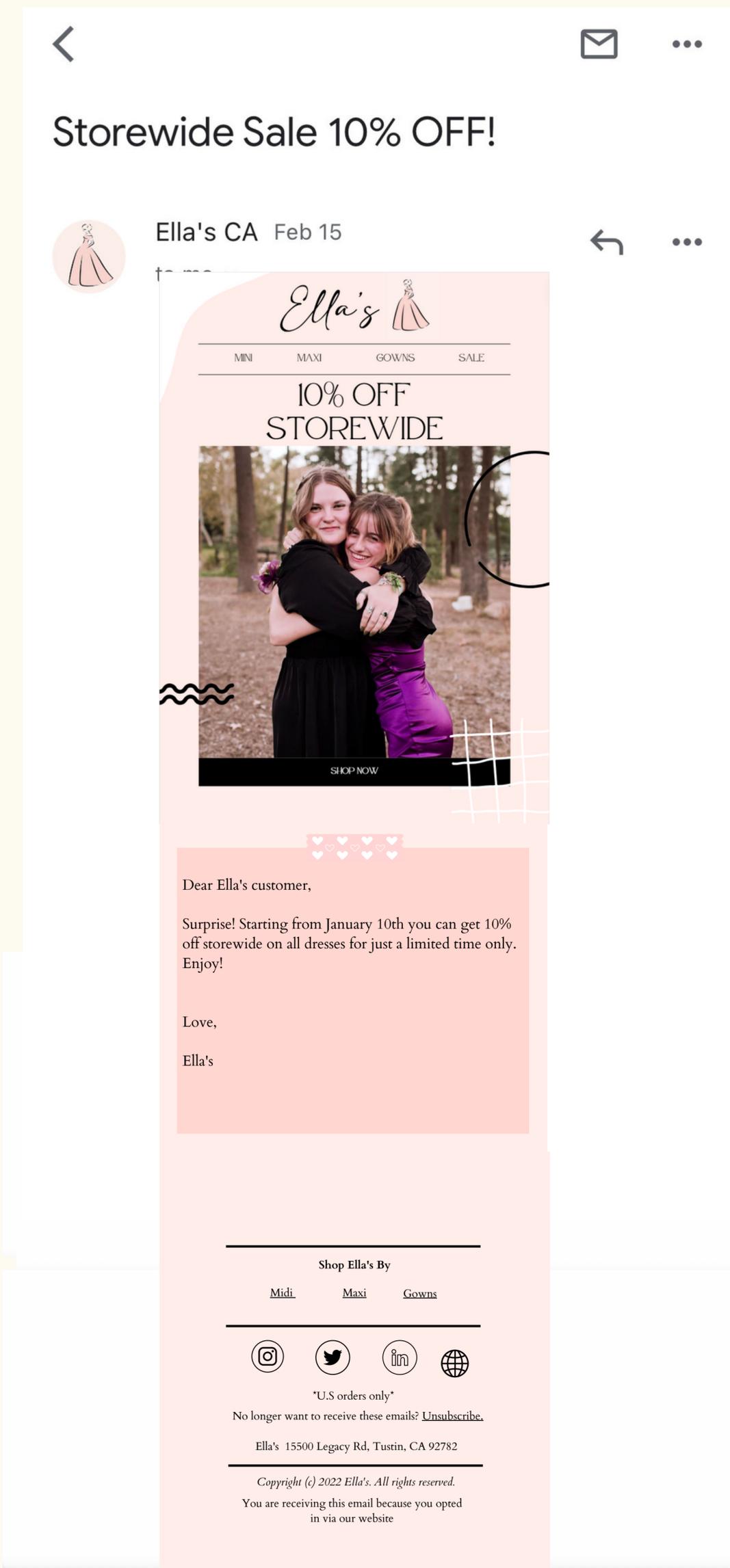


Timeline

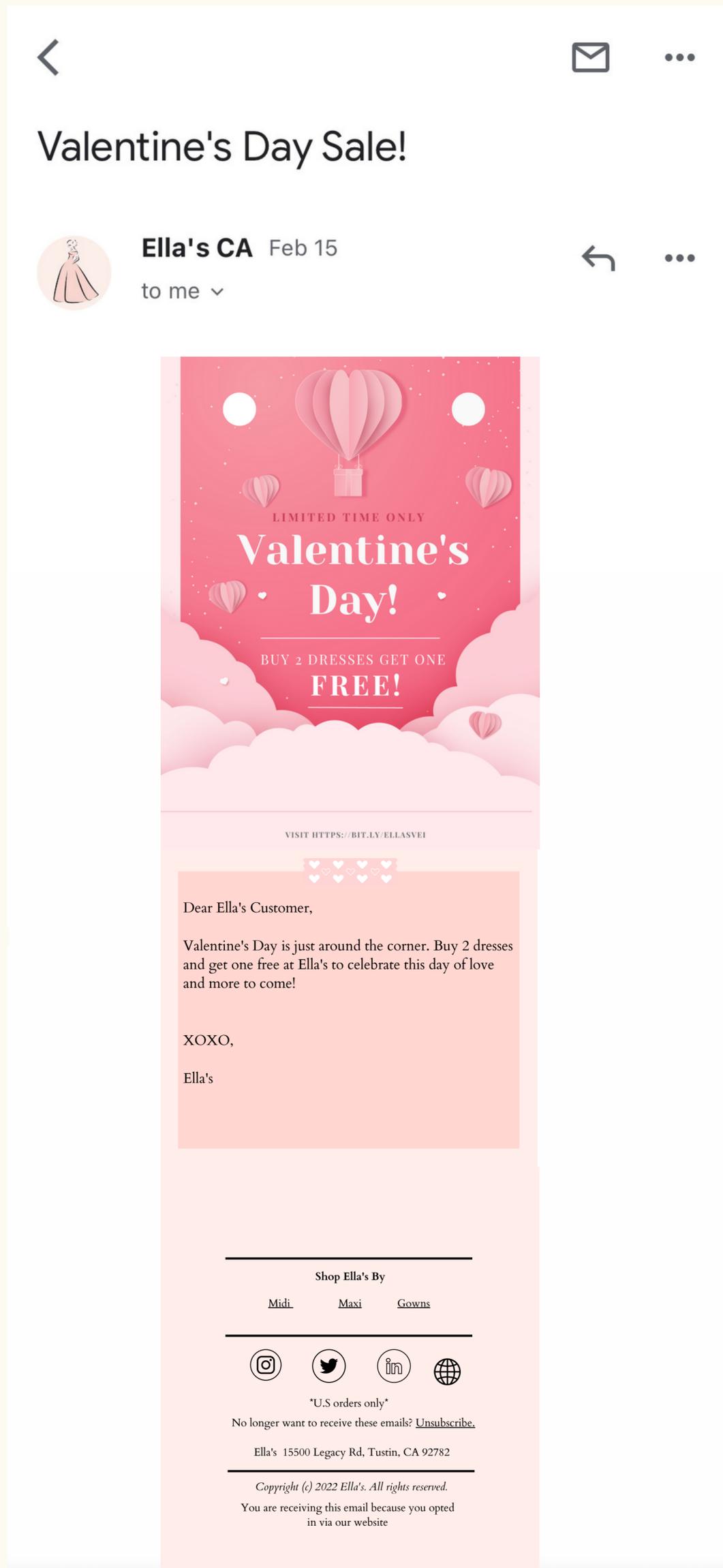


We will send out weekly emails updating our customers on our promotions, deals, etc. This allows us to regularly stay connected with our customers giving us an efficient way to grow our customer base and develop customer loyalty.

Email Example: Storewide Sale



Email Example: Valentine's Day Sale



Email Example: Spring Sale

