

GoGather



Email Campaign

Campaign Goals

The primary goal of the More Moments email campaign is to convert previous subscribers into repeat customers by promoting a one-time supplement to an active subscription. The secondary goal is to reach out to customers on the tail end of their subscriptions and persuade them to renew. The threshold for these goals is to prompt 90% of recipients to click through to the company website and prompt 80% of the email recipients to make a repeat purchase, whether that be a subscription renewal or purchase from the More Moments Collection.

Target Market

The target market of the More Moments email campaign is past GoGather subscribers, who are — in most cases—within GoGather's primary target market of teens and young adults ages 13-25 and secondary target market of parents to Gen-Zers. These markets typically value the affordability and convenience of a product. However, because email viewers will already be customers, they will be looking for an offering their subscription cannot already provide them, adding novelty to the list of features to market the product line with.

Timeline

Because the level of demand for the More Moments Collection is dependent on each customer's subscription status and the products don't relate to the time of year, the timeline for the campaign will be individualized. Logistically, this is not an issue because GoGather's boxes ship once per month, so all the customers who purchased a 3-month subscription in October, for example, will be unsubscribed in January and all those October customers will receive their emails at the same time.

The first email a customer will receive from the More Moments campaign will be after 1 month of their subscription has passed. Because the More Moments Collection is supplementary, customers will need to have enough experience with the products to demanding more. The next time an email will be sent is after 3 months. For 3-month subscribers, this will come just as their subscription is ending, and for 6-month subscribers it comes at the halfway point.

Sender: GoGather
gogatherve@gmail.com



Subject: GoGather's More Moments Collection Is Here!



It's Time For More Moments.



Hi GoGather Subscriber!!

Are you loving your subscription? Do you want to gather more often?

Check out GoGather's More Moments Collection!

Upgrade your gatherings with products like The Starry Night Box, an exciting paint night in an affordable and convenient package!

Just want to try it out?

No problem! More Moments boxes are one-time purchases; just a bit more of what you love!

Just want to try it out?

No problem! More Moments boxes are one-time purchases; just a bit more of what you love!

Start Shopping!



Subscription Expired? Renew to enjoy curated gatherings each month!

Resubscribe!



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Our mailing address is:
8601 Hageman Rd, Bakersfield, CA

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