

**Activity 4:** Design your email marketing campaign

You are going to design an email marketing campaign to launch a new product or service.

Names:

Product/Service selected:

What would be the strategy?

Database:

Planning:

1. Which is the value for the client/customer?
2. How many times do you communicate with him?
3. How to make segmentation?
4. How to personalize?
5. How to create the content (sender, subject, body and foot).