

Creative Brief –

Project: Example Email Marketing Campaign
Client: ClientABC

Background/Project Overview –

ClientABC, a locally-owned auto parts store with five locations, wants to showcase their new line of economically-priced car parts. They have an existing online presence that their customers will be familiar with and they want to keep their email campaign's creative similar to current branding.

In addition to their new line of auto parts, ClientABC wants to invite people to join their social network group. Immediate goals of the campaign are to get people to their web site to view the products in the new wallet-friendly line of parts. Secondly, they would like people to become "friends" or "followers" of their presence in social networks online.

Long-term goals are to build value in being a customer of ClientABC, being in their email distribution list and encourage communication through their new online presence on major social networks.

Objective/Purpose Overview –

1. Thank and inform existing customers
2. Introduce the new product line
3. Emphasize value in continuing loyalty
4. Encourage recipients to become "friends" on social networks

Target Audience –

ClientABC's target audience can be described as the following:

- Own or have direct access to an automobile
- Range in ages from 16 to 45
- All live within ten miles of one of the five ClientABC locations
- Have visited the store at least once in the last sixty days
- Opted-in to receive email communications from ClientABC about new products
- Have lived in their current residence for at least ten years
- 90% male and 10% female audience
- Live in a mid-level income area

Tone –

ClientABC has been around since before most of the consumers remember – they have build relationships with their customer's entire family. They are accustomed to knowing customers by name when they come to visit their local store. Customers often share personal information beyond just needing advice on car parts. ClientABC would rather be seen as a very intelligent and close friend offering sound automotive advice.

1. Valuable product line
2. Experienced sales staff that knows the customers
3. Branching out into the social world
4. Thank customers for their commitment through rough times

Strategy –

The new product line is designed by the same manufacturers of existing high-quality parts, but use lower-priced components to decrease the end consumer's cost. Highlight the benefits of using a trusted brand name with parts that may not last as long, but are a great alternative for making repairs on a fixed income budget.