



*cheltenham avenue*



*Cheltenham*  
*Email Marketing Framework & Terms*

**99%** of email users check their  
inbox every day

**80%** of percent of professionals say  
email marketing drives customer  
acquisition and retention.

# What is email marketing?

Email marketing is a form of direct marketing which uses emails to promote a business's products and services.

## Type of emails we help you craft at Cheltenham...

### **1. Welcome Campaign**

An automated introductory email series to on-board new subscribers

### **2. Sales Campaigns**

An email drip series used to articulate the value of your key services or products

### **3. Engagement Campaigns**

Weekly or monthly emails that keep your audience engaged with valuable and authentic content

## Why is email marketing important?

Email marketing allows you to stay connected with your audience. You can educate, inform, and thrill those who sign-up for your content.

When individuals sign-up for your email it means they are interested in what you have to say/offer. Email marketing is used to increase sales and understand what your audience is looking for.

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## The Welcome Campaign

## **A Tale of Good Manners**

An automated introductory email series to on-board new subscribers

2-3 emails

### **1. Thank you email**

Someone just signed up to receive emails from you! Hurray! Now what do we say...

### **2. Introduction email**

It's only polite that you introduce yourself if you're going to constantly be in my inbox. Let email subscribers know what they can expect from your content.

### **3. Segmentation Email**

You're not for everyone. Some people may opt-out of your emails but if they are sticking around, allow them a tailored experience by asking what their interests are.



# The Sales Campaign

## **+1 Sales Associate**

An email drip series used to articulate the value of your key services or products. When done well, it sells for you.

5-8 emails

### **1. Background Email**

Use this email as an opportunity to share a short amount of information about your product or service

### **2. Value Emails**

Articulate the value of your product or service with this email

### **3. Trust Emails**

This email provides a real example of success. Include a quote when possible

### **4. Authority Email**

Showcase the results of working with your brand. Include a statistic and the purchase decision

### **5. Unique Proposition Email**

Highlight the most popular feature or measurement of success and link to a landing page of the service

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## The Engagement Campaign



## The Rules of Engagement

Weekly or monthly emails that keep your audience engaged with valuable and authentic content

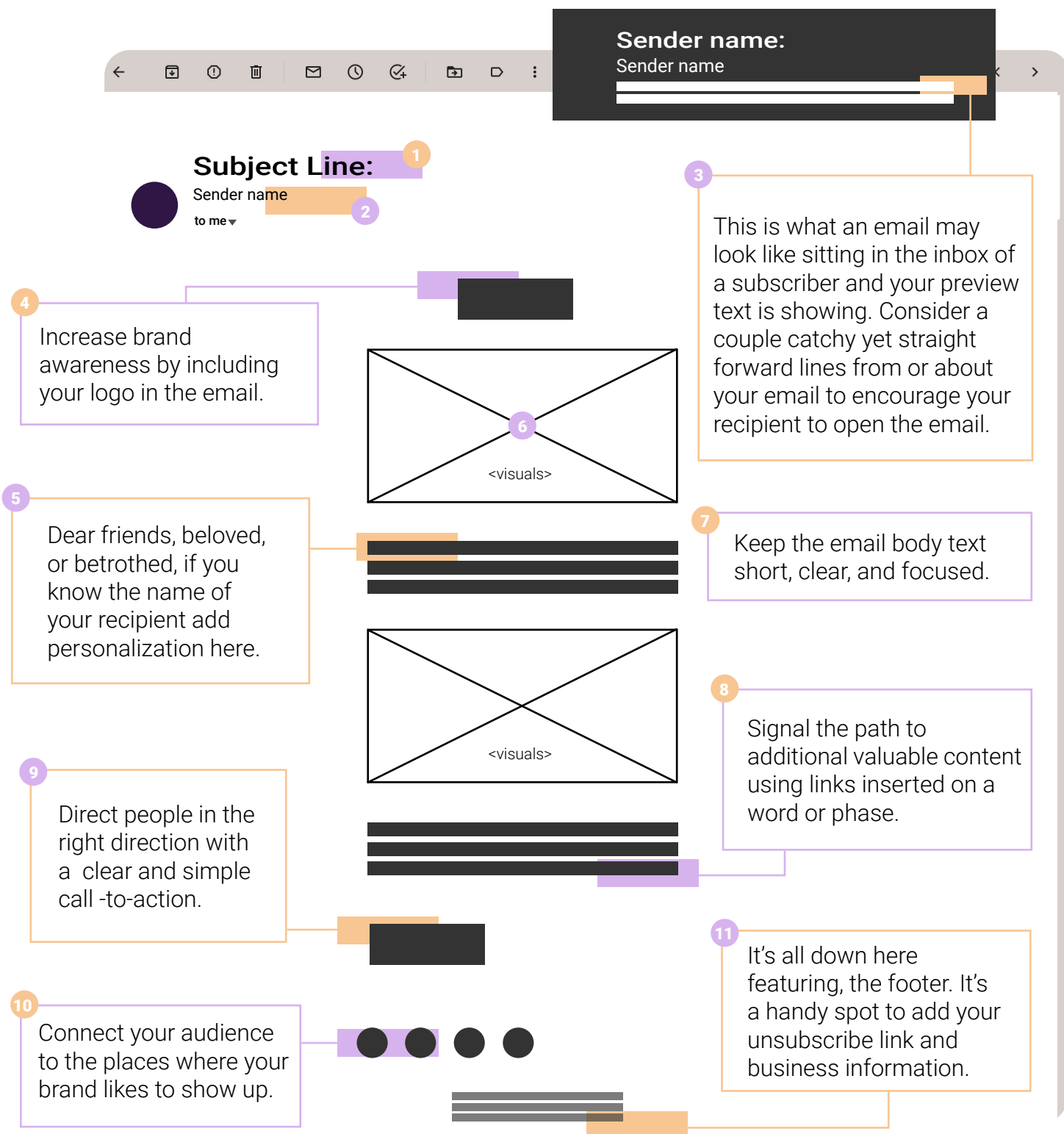
At least once a month

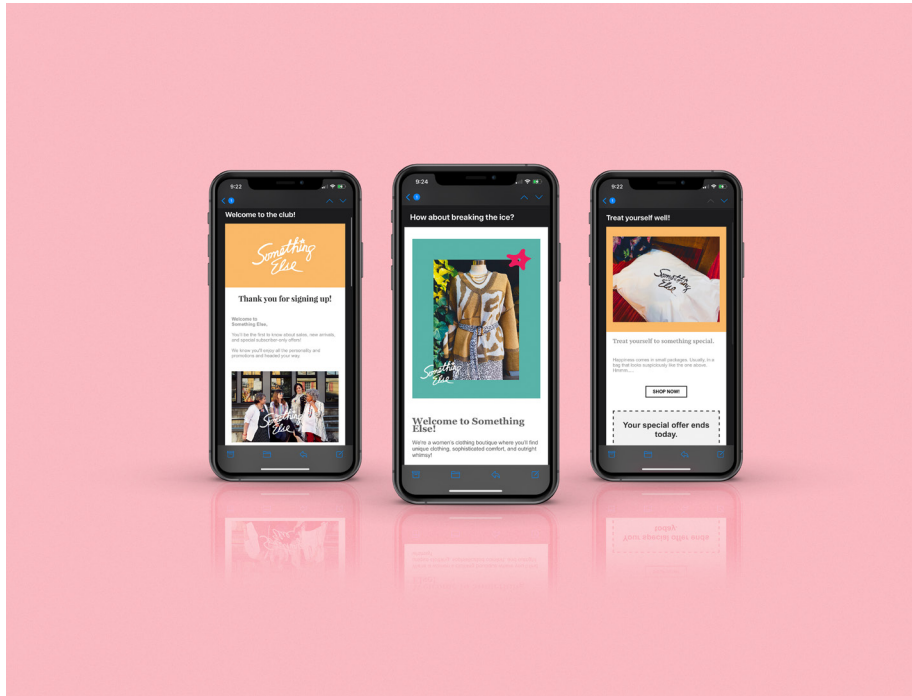
### **3 ways to make your engagement campaigns more effective**

1. Establish a measure of consistency
2. Engage as often as you have something worth saying
3. Make unsubscribing from your content a simple process

# The Anatomy of an Email

1. Sender name
2. Subject line
3. Preview Text
4. Logo
5. Personalization
6. Visual Content
7. Email body text
8. Links
9. CTA
10. Social Links
11. Footer





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## Introducing Something Else

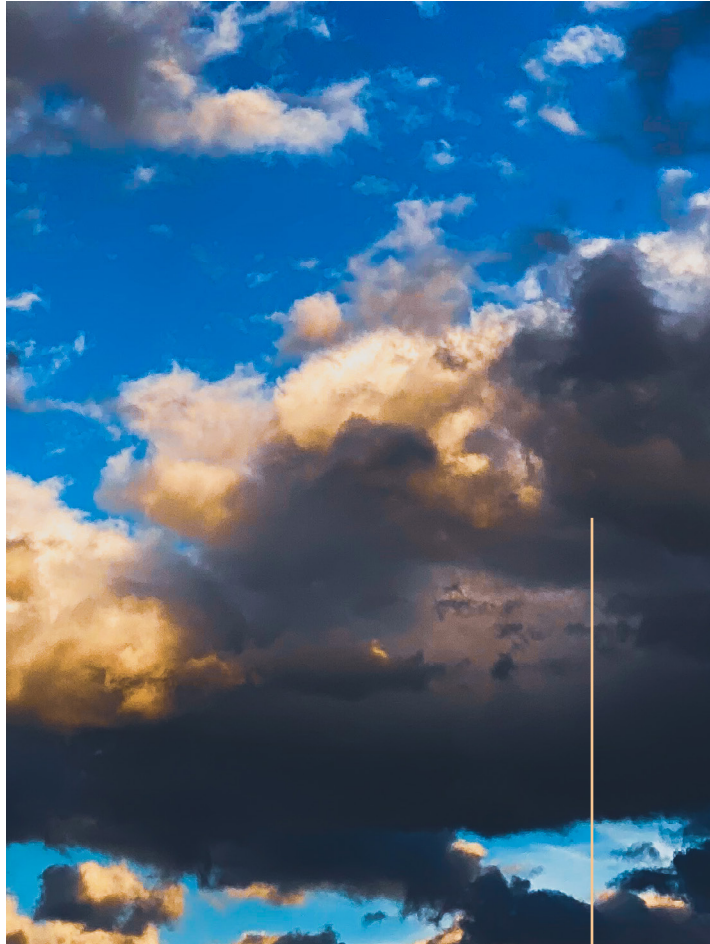
**+ \$6,214.00 revenue**

**+ 801 new email subscribers**

The automated email welcome series Cheltenham crafted for the Something Else Boutique, increased revenue and introduced 801 new potential customers to their brand.

**[Read the Case Study](#)**

**Email marketing revenue is estimated to reach almost 11 billion by the end of 2023. (Statista, 2021)**



*cheltenham ave.*

[cheltenhamave.com](http://cheltenhamave.com)

instagram: @cheltenham.ave

email: joy@cheltenhamave.com