

Email Marketing

Design, Performance & Onboarding

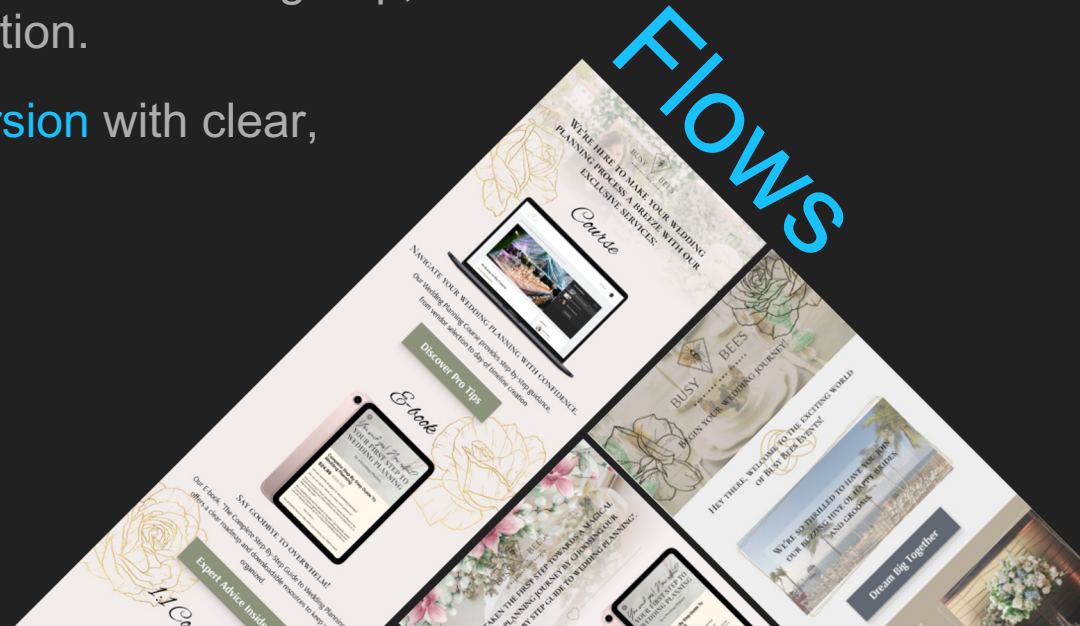
CELMINA

Classify | Connect | Convert

Classify your audience → Group your audience based on behaviors, preferences, and needs.

You can **use Flow Triggers** to connect with each group, based on when they take certain action.

Guide your audience **toward conversion** with clear, compelling calls to action.



Educate | Target | Sell

Start by educating your audience - **not** with a **one-size-fits-all** approach, but by crafting messages that resonate specifically with targeted groups.

Understand their needs and preferences, and provide them with **valuable, relevant information** that keeps them informed and engaged.

Initiate each campaign by **focusing** on what's **valuable** for them, not just what benefits you.



Week 1

1. Access to Email marketing provider / or setup
2. Audit

Week 3

1. Campaign Content calendar for the next 2 months
2. First Flow Designs ready

Week 5

1. Full Flow Setup

Onboarding Timeline

Week 2

1. Fully created Flow strategy
2. Audience segmentation
3. First Campaign send out

Week 4

1. Campaign Audit Strategy for A/B testing strategy
- 2.

PopUp Benefits

Targeted Audience

Brand Awareness

Increased ROI

First Party Data

Fast List Growth

Budget Friendly

Immediate engagement

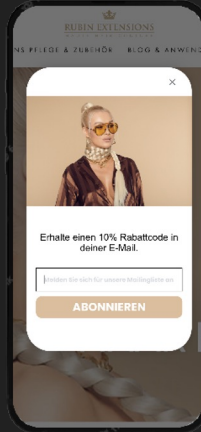




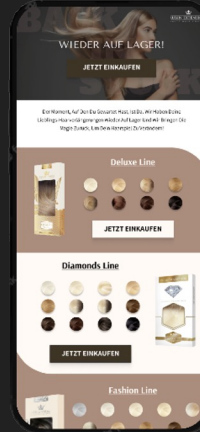
Beauty

Monthly management for a natural hair extensions brand ensuring seamless operations and peak performance.

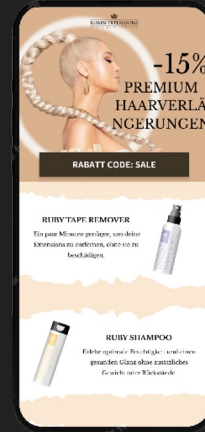
PopUp



Flows



Campaigns



After

Form Submit Rate

+498%

01 May 2023 - 31 May 2023 (0.66%)

01 Aug 2023 - 31 Aug 2023 (3.95%)

\$6,815.43

Email revenue 01 May 2023 - 31 May 2023

Flows (39.69%)

Campaigns (60.31%)

-16%

\$13,028.14

Email revenue 01 Jun 2023 - 30 Jun 2023

Flows (38.49%)

Campaigns (61.51%)

+91%

Contact Me

- evita@celmina.co
- www.celmina.co



@CellminaEvita



@CelminaEvita

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