

Email marketing campaign brief

Type of message:

- | | |
|---|---|
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> Product announcement |
| <input type="checkbox"/> Promotional campaign | <input type="checkbox"/> Lead nurturing |
| <input type="checkbox"/> Transactional email | <input type="checkbox"/> Content email (webinar, ebook, etc.) |
| <input type="checkbox"/> Triggered email | <input type="checkbox"/> Other _____ |

Deadline: When should it be ready? _____

Campaign description: What's this all about?

Objective: What do we want to achieve?

Target audience/segments: Who is this for?

Copy (link to approved assets)

Design/graphics (link to approved assets)

Subject line: Any options to split test?

Preheader/preview text:

Sender name & reply-to address: Who is the message coming from?

Call-to-action: What do we want subscribers to do?

Testing and QA: What to check and who should receive test emails?

[\(Log in to Email on Acid to test and optimize your campaign\)](#)

Send time: When will it launch?

KPIs: How will we measure success?

Additional instructions: Other A/B tests? Special requests?