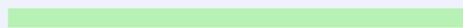


Newsletter Rates



Newsletter automation

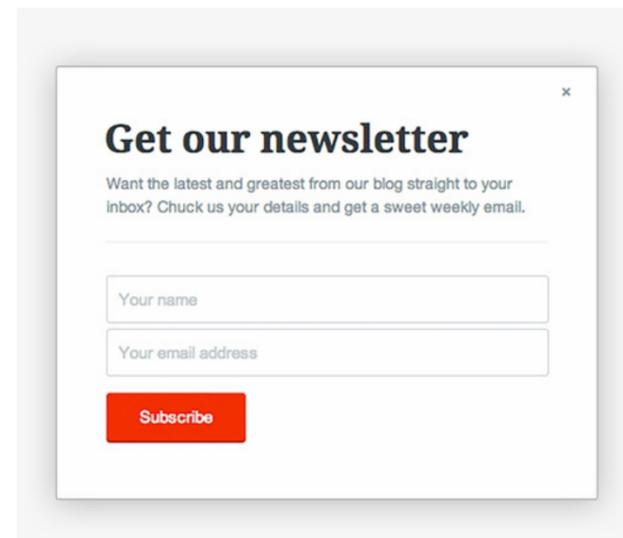
Using your chosen email tool (i.e. Hubspot, Klaviyo, etc.), I'll create a number of automated emails to guide your audience.

Lists and Segments

For example, we can create a newsletter subscription list titled "Newsletter Subscribers". This list is the people who will sign up directly from your website.

We can then have the following segments:

- New subscribers
- Engaged 3 months
- Unengaged 3 months

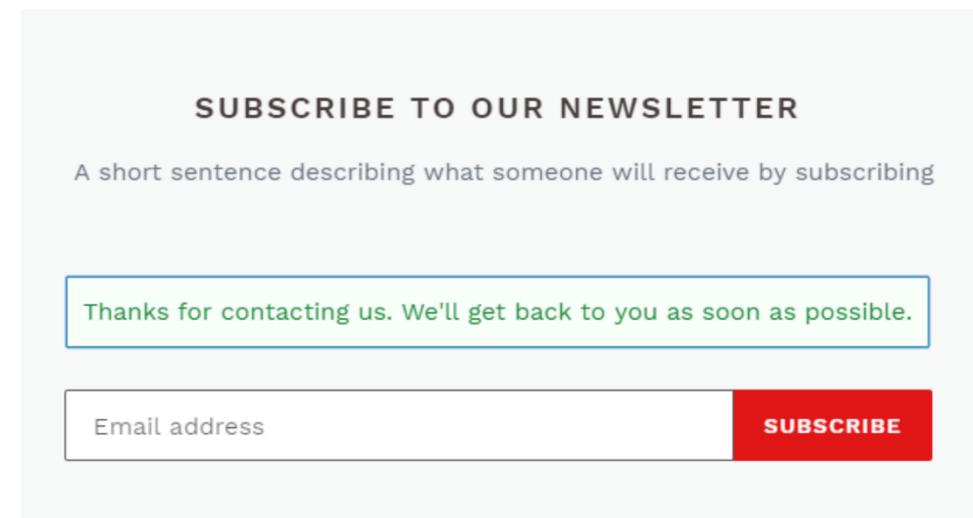


A screenshot of a newsletter sign-up form. The form has a title "Get our newsletter" and a sub-headline "Want the latest and greatest from our blog straight to your inbox? Chuck us your details and get a sweet weekly email." Below the text are two input fields: "Your name" and "Your email address". At the bottom of the form is a red "Subscribe" button.

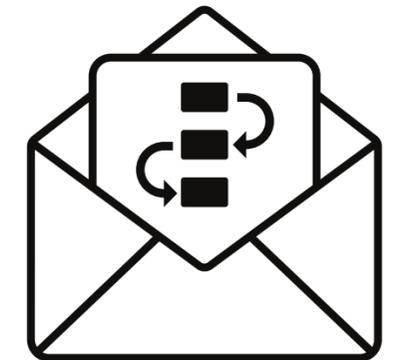
Flows

We will have a few automated email flows that aim to nurture subscribers into becoming customers! For example:

- Welcome Series
- Happy Birthday email
- Seasonal emails



A screenshot of a newsletter subscription form. The form has a title "SUBSCRIBE TO OUR NEWSLETTER" and a sub-headline "A short sentence describing what someone will receive by subscribing". Below the text is a green message box that says "Thanks for contacting us. We'll get back to you as soon as possible." Below the message box is an input field for "Email address" and a red "SUBSCRIBE" button.



Example Welcome Series

*This will run over almost a month -
27 days from sign up to 6th email.*

Email 1

When someone signs up, send a welcome email saying thanks for signing up and here's what to expect! Link to key points on the website. Discount code.

wait 3 days

Email 2

Get to know us more! Here's what we do and why we do it. Link again to relevant things on site. Encourage following on social media.

wait 4 days

Email 3

Get to know our story. Read more on the blog.

wait 5 days

Email 4

Round-up of our best-selling products! Inspiration and ideas for your audience. Discount code reminder.

wait 7 days

Email 5

Tips and advice from a top-performing blog, repurposed to inspire your audience and encourage sales.

wait 7 days

Email 6

How we're making a difference in our industry.

Designed for your brand.

I'll design emails in line with your brand.



Happy February!

We hope you are all well and sending a big thank you to those who participated in our January deal!

CaveFit Partnership



We have exciting news to share!

We are partnering with **CaveFit gyms** to combine our knowledge and experience with different aspects of health and wellness. The goal of this partnership is to promote a healthy body and mind.

CaveFit have kindly offered all Talk and Grow counsellors a free gym session to anyone who would like to try their classes. If this is something you are interested in you can email **Rob** at info@cave-fit.com to book out your first free session. Just mention you are a counsellor at Talk and Grow

We hope this partnership will be a good way to market your services to their members and increase bookings!

Housekeeping bits.



A reminder to update your availability on the website for this month!

We find that counsellors with updated availability tend to get more bookings as users can immediately see if the counsellor has availability for them.

Creating a community!



After receiving your helpful feedback we know that feeling **part of a community** is important for some of you. We would like to create a space online, perhaps a private Facebook group, for those interested, to keep in touch with each other. We will keep you updated but any suggestions are welcome.

There has also been some interest in meeting up in person, for those who wish to do so we will make it happen! Keep a lookout for **Rachael's emails**.

Email for Talk & Grow

OSMOLOGY

HOME WHAT'S NEW OUR BRANDS NEWS ACCOUNT



MEET THE BRAND

BOY SMELLS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer congue mattis elementum. Donec suscipit blandit sodales. Donec viverra libero ac imperdiet interdum. Curabitur suscipit metus dui. Morbi elementum eros sed sodales lacinia.



Email template for Osmology

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer congue mattis elementum. Donec suscipit blandit sodales. Donec viverra libero ac imperdiet interdum. Curabitur suscipit metus dui. Morbi elementum eros sed sodales lacinia. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer congue mattis elementum. Donec suscipit blandit sodales. Donec viverra libero ac imperdiet interdum. Curabitur suscipit metus dui. Morbi elementum eros sed sodales lacinia. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer congue mattis elementum. Donec suscipit blandit sodales.

TOP PICKS



Kush Scented Candle by Boy Smells



Damasque Scented Candle by Boy Smells



Cowboy Kush Scented Candle by Boy Smells



"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consequat, elit ac lobortis lacinia, eros orci mattis ante, at commodo ipsum turpis vel elit. Mauris nec commodo"

- MATTHEW HERMAN

SHOP NOW

Newsletter Automation Packages

The Kickstarter

£900

The Kickstart Package is the most affordable of all my newsletter automation offerings. It features:

- 1 welcome newsletter flow
- 4 original emails
- Segments and lists set up

The Firestarter

£1,250

The Firestarter Package provides you with all the tools to make the most out of your welcome email automation. It features:

- 1 welcome newsletter flow
- 5 original emails
- Segments and lists set up
- 1 inbuilt site sign up
- 1 pop-up on the website for first-time visitors
- Instagram/Facebook/Twitter sign-up link box
- Training how to use the newsletter platform if need be

The Full Flow

£2,200

The Full Flow is my biggest newsletter offering. It provides you with gorgeous emails to nurture your new and current audiences, while also being reactive to those who don't open those first emails and making sure not to "turn them off".

Included in this package:

- 2 reactive newsletter flows
- 8 original emails
- segments and lists set up
- 1 inbuilt site sign up
- 1 pop-up on the website for first-time visitors
- Instagram/Facebook/Twitter sign-up link box
- training how to use newsletter platform if need be
- Social posts to promote your newsletter

For any of these packages, you will need to have clear Brand Design assets and Brand Voice/Tone of Voice guidelines.

If you need help developing your Brand Voice, I also offer this service.

Ready to work together?

Email me: beth@themovinginkpot.com