

Which kind of email campaigns will you be sending (newsletters, event invitations, reminders, follow-up emails, triggered emails...) and what is the purpose of each?

Communication type	Target audience	Format	Purpose	Frequency	Success metric
<i>Newsletter</i>	<i>Customers</i>	<i>Newsletter template</i>	<i>Retention, loyalty</i>	<i>Monthly</i>	<i>Open & Click-through rate</i>
<i>Event invitation</i>	<i>Prospects</i>	<i>Invitation template</i>	<i>Lead generation</i>	<i>As needed</i>	<i># of registrations</i>

Which content will you be sending when?

Communication type	January	February	March	April	May	June
Monthly newsletter						

Communication type	July	August	September	October	November	December
Monthly newsletter						