Shades for all shades.

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Content

An Email Marketing Exercise
For ==Katoa Frames==

Most eyewear is designed to fit a narrow face with Eurocentric features.

I imagined an email campaign for Katoa ("everyone" in Maori): a brand that would make ==sunglasses for all face widths, ear shapes and nose bridges.==

Campaign Strategy

Goal
To answer the questions, allay the concerns and provide the content relevant for each funnel stage.

Audience
Prospects who like buying sunglasses (most likely Millennials or Gen Z-ers) who have yet to make a purchase from Katoa Frames.

Competitive Differentiator
Engineered to complement the full range of human facial features.

Methodology
Send at least one email per funnel stage on the best days and at the best times for this audience, while running tests that can yield insights for future optimizations.

Visual Aesthetic
Vividly colorful and focused on people; playful with size and shape. Subjects are women and men — a blend of styles, ages, cultures.

Copy Voice
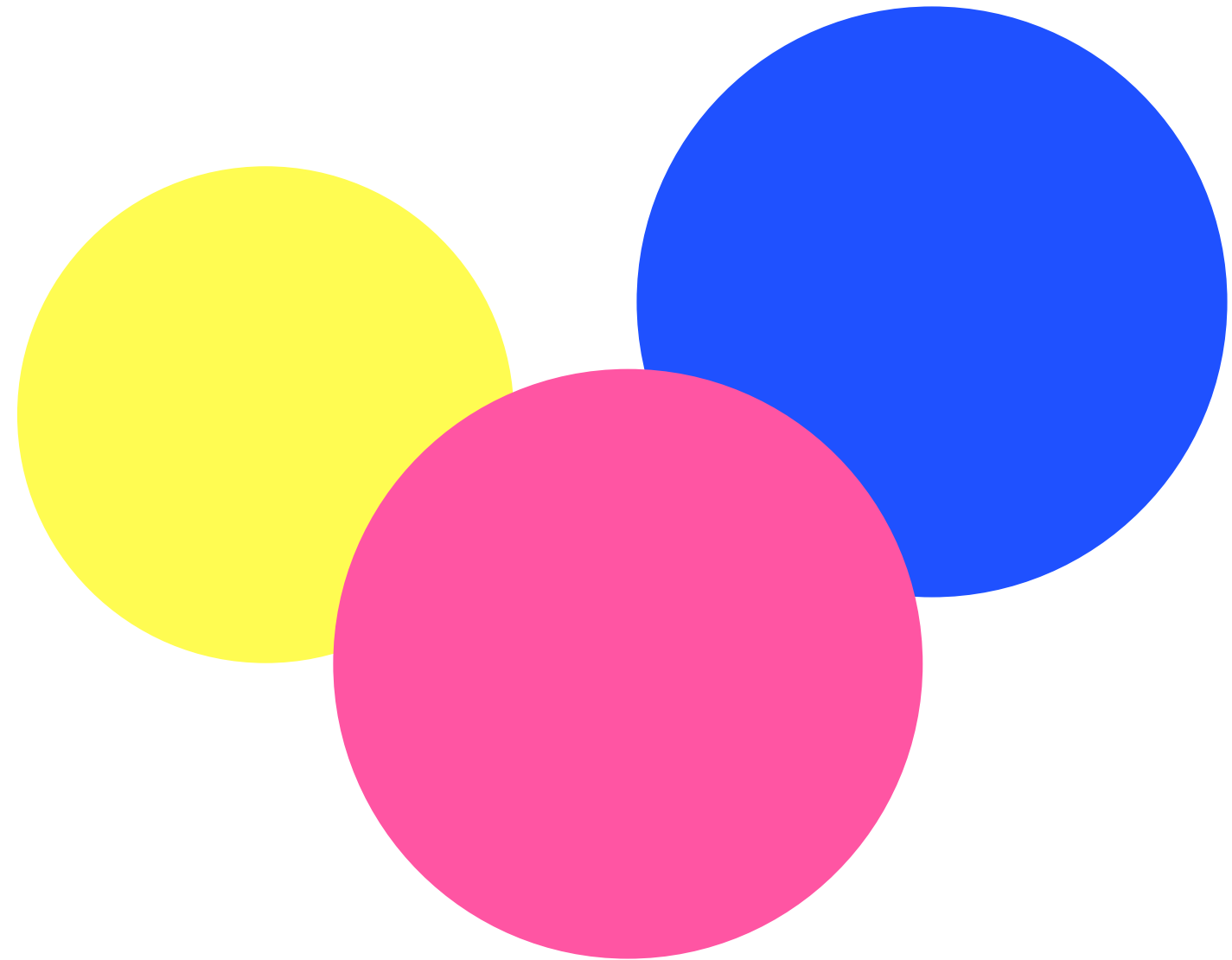Well-meaning, direct, helpful, unpretentious.

Mood
Wholesome and dreamy.

Color Palette

Lemon Yellow (#fffc52) ... Yellows are associated with warmth and cheerfulness.[1]

Neon Blue (#1f51ff) ... Blues radiate trust, honesty and reliability.[2]

Brilliant Rose (#ff55a3) ... Pinks as an accent color can add fun and novelty.[3]

Email: Awareness Stage

Click to see the full email

Challenge

Solution

Details

Subject Line & Preview Text

The Resend

Email: Awareness Stage

Click to see the full email

Challenge

Most prospects in most databases stay at the top of the funnel. This is because 1/ **most people don't engage with most email marketing**, but 2/ engagement (or lack thereof) is the core of most funnel stage models… which, of course, have the goal of progressing people to the "middle" or "bottom" stages.

At this "top" stage, we probably have **the least amount of zero- or first-party data about our prospects; since data** like this helps inform messaging, timing and targeting, we'll have to be light on personalization.
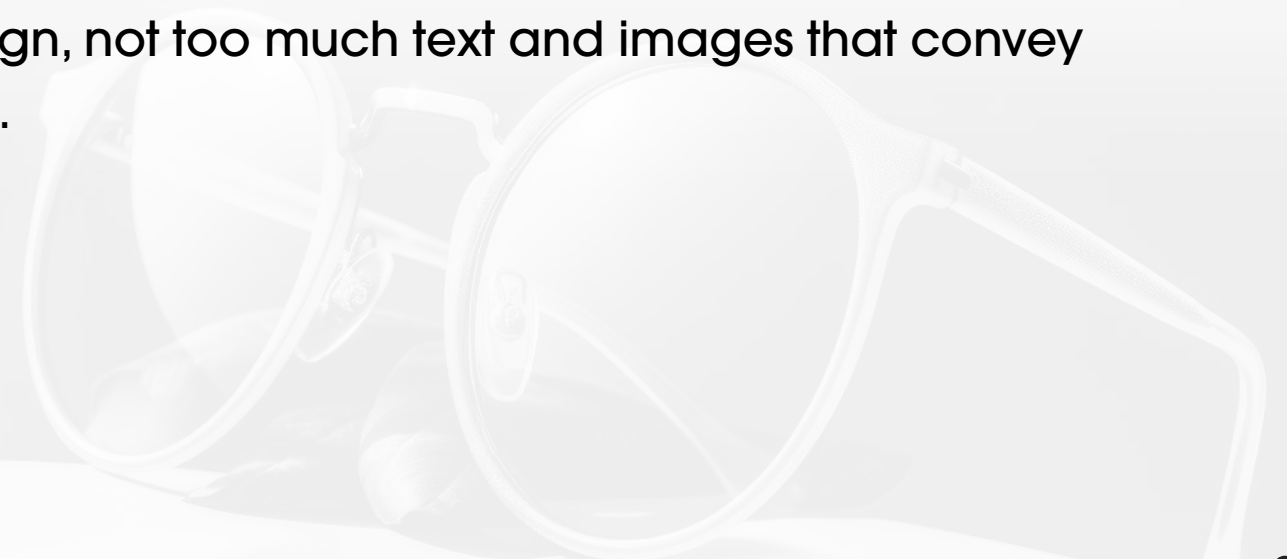
Email: Awareness Stage

Click to see the full email

Solution

Since our ability to personalize the outreach is limited (we may only have someone's email address at this point), we have to focus on ourselves, our brand. We have to do so, however, without making it *seem* as if we are.

We can do this by grounding our emails in **customer-first thinking** as we describe what makes us special (our value propositions) — **working in elements that help people digest information**, like emotionally positive words, intuitive visual design, not too much text and images that convey our values.

Email: Awareness Stage

Click to see the full email

Details

Resends would be a strong tactic here. **A resend is an email that has the same copy as another email but uses a different subject line and preview text.**

How it works: If we only give the resend to people who have not opened the original email, the fact **body copy is the same won't be noticed.** Most emails are opened in the first hour[4] after they're sent (with the odds a recipient opens dropping below 1%[5] after a day has passed).

Email: Awareness Stage

Click to see the full email

Details

The main benefit: Resends enable us to **repurpose content and copy** we believe in strongly with a low level of effort, while still respecting the contacts who have already read the original.

Another cool benefit: While this is not a classic split test, we can still **learn critical information about this new audience** by comparing engagement with the original email against engagement with the resend.

When to send: Nearly a dozen studies[6] show Tuesday and Thursday are **the most effective days** for driving engagement with US consumers, so sending the original on Tuesday and the resend on Thursday is sound strategy.

Email: Awareness Stage

Click to see the full email

Subject Line & Preview Text

Subject Line: Shades for all shades

Preview Text: Our sunglasses are made for all face shapes, so you look great and feel great.

Email: Awareness Stage

Click to see the full email

The Resend

Subject Line: Do your sunglasses actually fit you?

A shift from statement to question, from ubuntu to slight bite. "Wow, I never thought about that… What if they **don't** fit me?"

Preview Text: Our sunglasses are made for all face shapes, so you look great and feel great.

Holding preview text equal to the original, so we can more easily attribute change in performance to the change in subject line.

Email: Consideration Stage

Challenge

Solution

Details

Subject Line & Preview Text

The Split Test

Click to see the full email
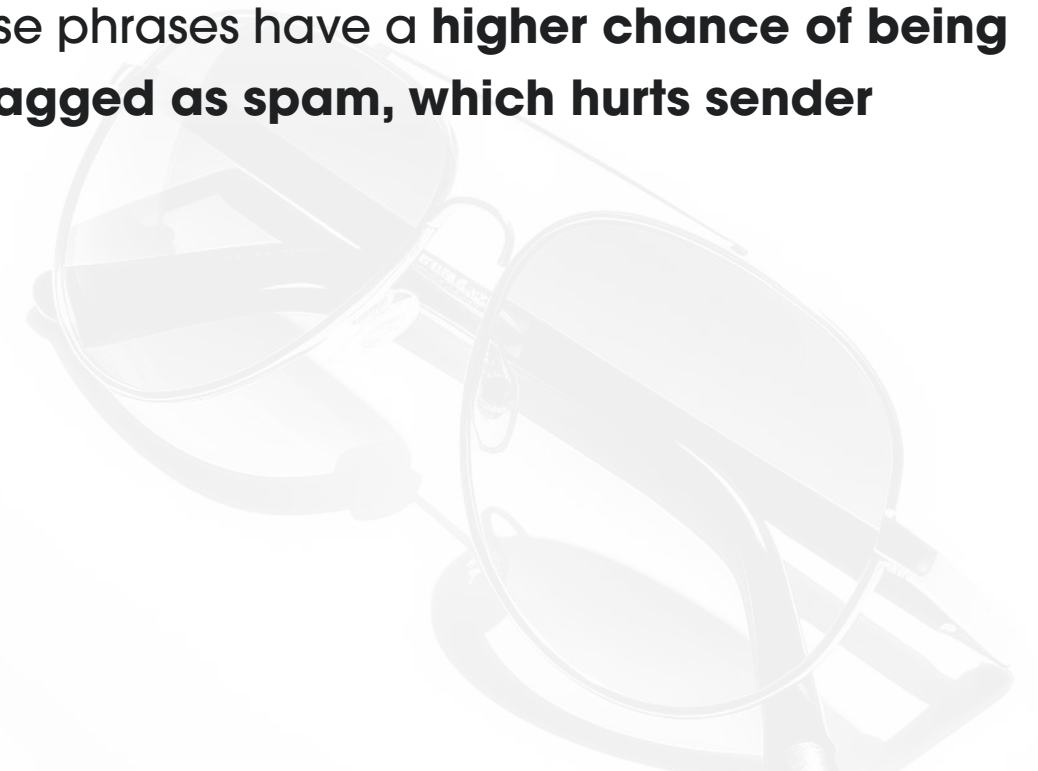
Email: Consideration Stage

Click to see the full email

Challenge

The middle of the funnel is an **ideal time to show offers, discounts and free trials.** But such emails have long been deployed by bad actors, which has jaded both inbox service providers (ISPs) and prospects.

1/ ISPs like Gmail are sensitive to words often seen in spam emails[7], like "free sample" or "free gift." Emails with subject lines that use these phrases have a **higher chance of being automatically flagged as spam, which hurts sender reputation.**

Email: Consideration Stage

Click to see the full email

Challenge

2/ People are wary of "here is something for free" emails, which can make us (as the sender) eager to prove we're not bad actors. Providing specific details on how to claim the free offer can help allay these fears; however, **this level of detail also makes the email longer, which hurts engagement.**

Email: Consideration Stage

Click to see the full email

Solution

Katoa has got two tightropes to walk here:

- We need an **enticing subject line** that accurately describes the offer inside… **but avoids certain words** that would relegate us to the Spam folder.

- We need to **inform recipients** about our offers… **but avoid information overload**, which can decrease KPIs like read rate, click rate and conversion rate.

Email: Consideration Stage

Click to see the full email
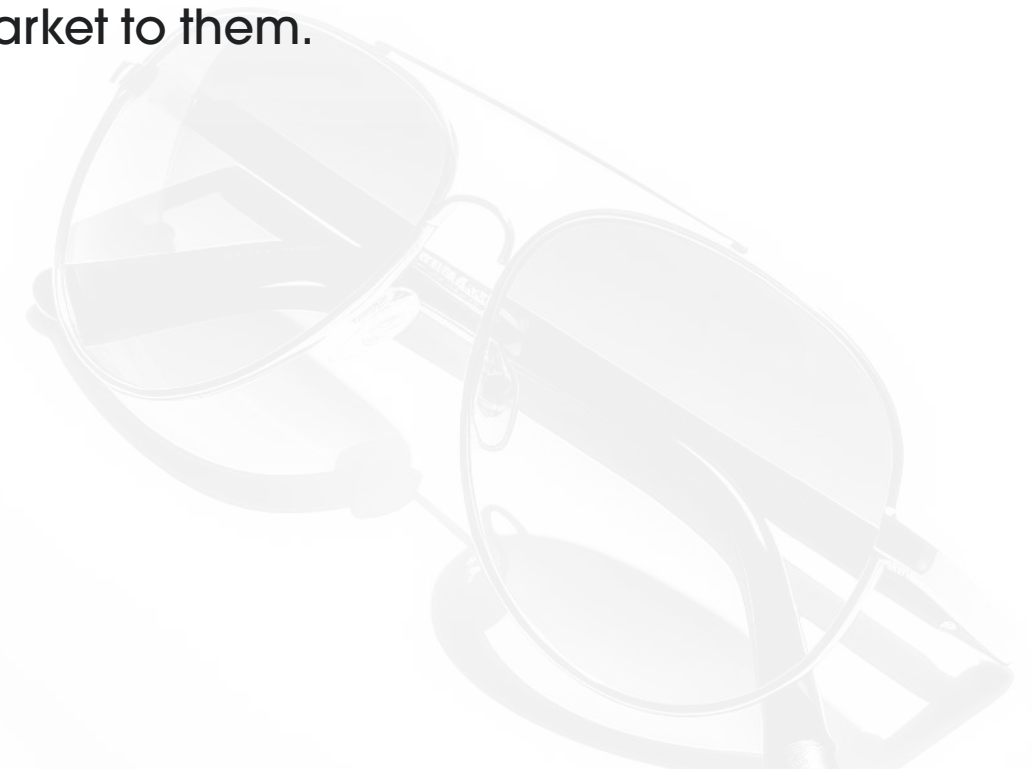
Details

ISPs are on the lookout for spam trigger words in subject lines — **but not preview text.** That's where we can safely put our "free x" or "free y" language to entice the open.

We can use the **subject line**, meanwhile, for a helpful split test that teaches us more about our audience: Even a small change in engagement between variants could suggest better ways to market to them.

Email: Consideration Stage

Click to see the full email

Details

On the inside of the email, we need to prove our "get some glasses free" offer is trustworthy. One good way to show this: Provide simple, step-by-step instructions for how people can actually claim the offer. Even better if we give these details in an inverted pyramid[8], with technically all the details there but the most important ones big, bold and first.

Email: Consideration Stage

Click to see the full email

Subject Line & Preview Text

Subject Line A: Try on our bestsellers at home

Subject Line B: Try on our newest arrivals at home

Preview Text A & B: We'll mail you your favorite frames for a free trial. It's fast, easy and 100% on us.

Email: Consideration Stage

Click to see the full email

The Split Test

Preview text is held equal (so we can isolate subject line as the variable), and we're split-testing the subject line around "bestsellers" and "newest arrivals." With this experiment, we might be able to learn some general truths about what motivates and interests our prospects.

For example, if "bestsellers" wins (especially with statistical significance), it could be a sign that Katoa sunglasses are naturally attractive to **people who prefer classic styles or have less time or inclination to pore over products.** It could even mean the core audience leans **Millennial**, which prefers "durable, long-lasting fashion."[9]

Email: Decision Stage

Click to see the full email

Challenge

Solution

Details

Subject Line & Preview Text

Experimentation

Email: Decision Stage

Click to see the full email

Challenge

The bottom of the funnel has **the warmest prospects**; they've taken action, recently or frequently, that shows they're ready to buy. Since most prospects don't heavily engage with a brand's email marketing, BOFU is by definition the smallest funnel stage: Some estimates say only 2%[10] of prospects make it this far.

How do you give this rare and special group of prospects — the most prime for converting — the final push they need to make a purchase? Often it boils down to this question, still in their mind: **"How do I know the purchase will be worth it?"** And the answer isn't always about financial cost.

Email: Decision Stage

Click to see the full email

Solution

Let's presume the financial worries have been addressed:

1/ In the "try before you buy" email we already sent in Consideration Stage, **we offered a free trial as well as a discount** on any make and model shipped for the trial.

Email: Decision Stage

Click to see the full email

Solution

2/ **Most people don't need a ton of convincing to buy sunglasses.**

- Sunglasses can be worn year-round, in all seasons.
- There is increasing interest in eye health.
- Most Millennials and half of GenZers wear sunglasses "always, most or some of the time"[11] when outside.
- Many people own multiple pairs.
- Millennials value leisure shopping for accessories[12], and GenZers value brands that match their politics[13] (see: "shades for all shades.")

Email: Decision Stage

Click to see the full email

Solution

Lots of bases are already covered. What does that leave then? **Perhaps the remaining concerns a Katoa prospect would have are qualitative — social, cultural, even ethical.** Let's speak to that.

Email: Decision Stage

Click to see the full email

Details

Research suggests our likely audience, the youngest generations with buying power, value brands that show cultural awareness and empathy. They should **embrace an email that centers human beings and enables them to feel good about their purchase** — especially considering they most likely don't *need* another pair of sunglasses.

This is the time to highlight **our commitment to social good**: With each purchase, Katoa makes a donation to The Loveland Foundation[14], a non-profit dedicated to connecting communities of color with mental wellnesses practitioners and services.

Email: Decision Stage

Click to see the full email

Details

We can also focus on a great customer review here, so it's not so much us selling us but rather **real words from a real person** who has bought our product and is really enjoying it.

Email: Decision Stage

Click to see the full email

Subject Line & Preview Text

Both subject line and preview text could inspire the open with their provocativeness.

Subject Line: "I believe everyone has the right to look good"

The subject line is a quote (not common), has a strident tone and is from a customer's first-person POV. All piquant details.

Preview Text: Our customers have spoken.

The preview text is much shorter than normal at only 26 characters and may spur readers to think, "… And what did they say?"

Email: Decision Stage

Click to see the full email

Experimentation

People value authenticity.

How can we prove the customer review we share is real?

- One version of the email could feature the review on its own — **words only.**
- Another version could feature the words and **also humanizing details about the customer who wrote it** (with their consent of course); for example, their first name or their city or a small photo.

We may be able to learn if there are ways to present the review that add to the sense of authenticity people feel when they read it.

How This
Was Made

Email mockups created by me in Mailchimp. Copy by me. Photos by many creators[15] on Pexels and Shutterstock; icons by Hight and Google, both on Flat Icon. Logo for Katoa Frames created by Stephen Ilic, bookable on Fiverr.

Customer review in Decision email generated by ChatGPT. Charitable program The Loveland Foundation noted in Decision email is real and important. Research based on Mohala Eyewear, Raen Optics and Warby Parker.

Sources

[1] warmth and cheerfulness

[2] trust, honesty and reliability

[3] fun and novelty

[4] in the first hour

[5] below 1%

[6] a dozen studies

[7] words often seen in spam emails

[8] inverted pyramid

[9] durable, long-lasting fashion.

[10] only 2%

[11] always, most or some of the time

[12] value leisure shopping for accessories

[13] value brands that match their politics

[14] The Loveland Foundation

[15] Photos by many creators