

# CASE STUDY EMAIL MARKETING

Email is absolutely one of the best ways to reach out to your customers and potential leads alike.



## Overview

Our client was interested in creating two separate templates that can be used through Mailchimp. The first was a monthly email and the second was for weekly or monthly special offers.

The look they wanted was earthy, neutral shades (black, white, beige, cream and tan).

Their vibe is a little bit boho-chic as well as minimalistic. Within the business our client has lots of plants and greenery, so we worked to incorporate this into the overall vibe of the templates.

- ✓ Create two new email templates.
- ✓ Follow company branding guidelines.

## Get in touch!

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## Outcome

This particular client is a beauty salon based in Australia, offering a range of beauty treatments.

PDG Advertising was asked to design two email templates on their Mailchimp platform to showcase their monthly newsletter updates, and also a template for any special offers for their customers.

## Client's Feedback

"Love it. 5 Stars!" - **Britanie.**

