

Project 2: Email Marketing Newsletter

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March 5th, 2

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1. SUBJECT AND PREVIEW TEXT

Preview Text: Get ready to elevate your fitness journey! Welcome to the next level of workout intensity and results.

Subject: Welcome to the next level of workout

We chose this subject and preview text because it catches the attention of our target public. We are focused on training and workout, so our target market will be interested in how to increase your performance in your workout.

2. E-MAIL SENDER AND RECEIVER

To: Canada, Fitness Enthusiasts and Health-Conscious Individuals

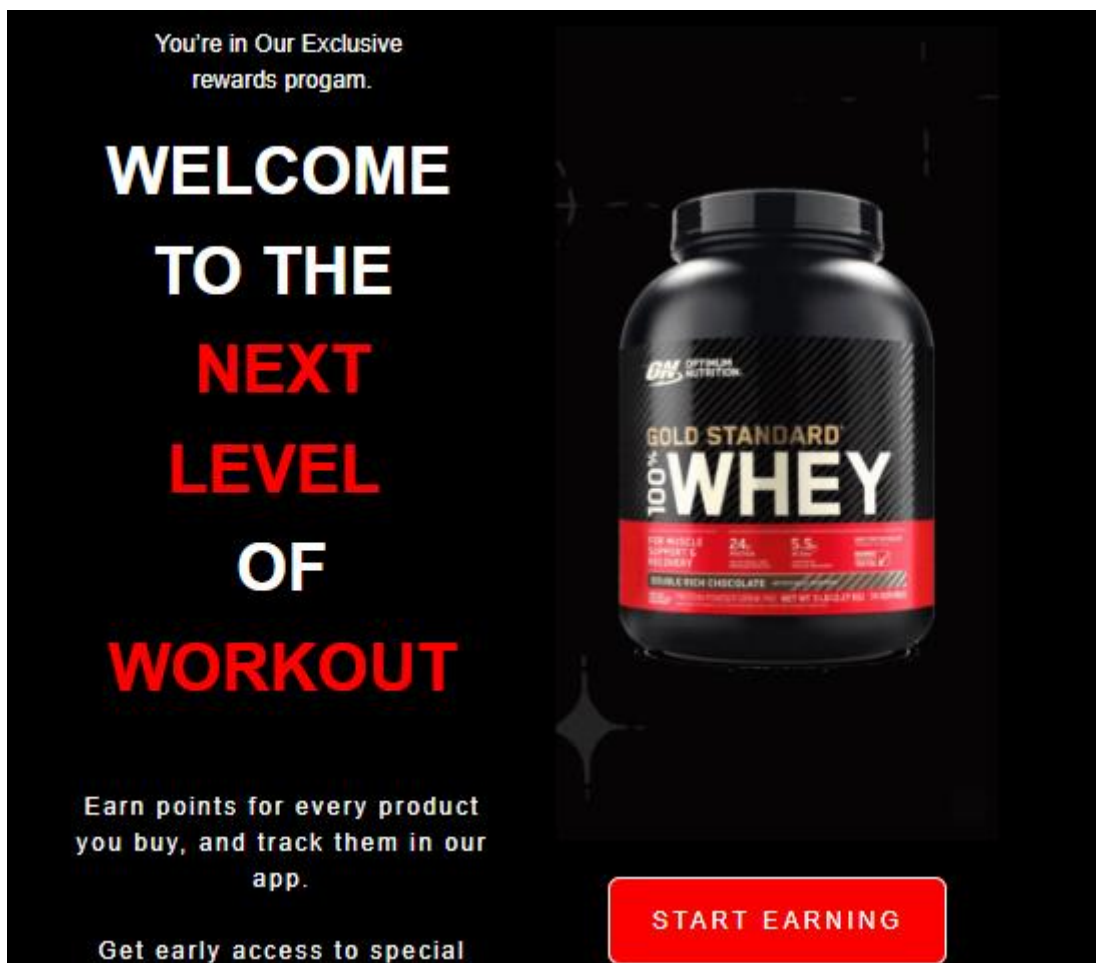
From: fi2u@gmail.com

We chose this e-mail because its simple and easy to memorize.

3. PIECES OF CONTENT

3.1 Rewards Program

This first piece of content is focused on catching the attention of the customer, conveying the idea that with us, they will earn rewards with each purchase. In this way, we can evoke the feeling in our reader that they will gain points and become loyal to our company, as they will continue buying to receive discounts on supplements through our program.



You're in Our Exclusive rewards program.

**WELCOME
TO THE
NEXT
LEVEL
OF
WORKOUT**

Earn points for every product you buy, and track them in our app.

Get early access to special

START EARNING

ON. OPTIMAL.

**GOLD STANDARD
100% WHEY**

FOR MUSCLE SUPPORT & RECOVERY 24g PROTEIN 5.5g BCAA

BRAND RICH CHOCOLATE

NET WT 2.83 (27.5g) 100g

3.2 Video

We've brought this video to provide a general idea to our customers of how they can motivate themselves in their workout. It's a real example featuring a famous person (Joe Rogan), which could possibly make the customer feel identified, improving our conversion and engagement with our clients.



3.3 Whey Protein Explanation

In this content, we explain the benefits, target audience, how to use, and some other information about Whey Protein. We chose this explanation because this product is the most well-known and sought after. With this, our customers will learn all about this product and see that we offer the best types on our website.

WHEY

Our 100% whey protein recipe blends high-purity whey isolate (primary protein source, BTW), ultra-filtered whey concentrate, and speedy whey hydrolysate to provide an exceptional balance of clean macros, great taste, unsurpassed quality, and bang for your hard-earned buck.

WHY:
FAST-ACTING
WHEY PROTEINS

3

HELP FEED
MUSCLE RECOVERY

WITH:

100% <small>WHEY*</small>	24g <small>PROTEIN</small>	5.5g <small>BCAAs**</small>	0g <small>ADDED SUGARS <small>(includes per serving)</small></small>
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WHEY ISOLATE | PRIMARY SOURCE

ESSENTIAL	2.4g <small>LEUCINE</small>	1.7g <small>ISOLEUCINE</small>	1.4g <small>VALINE</small>
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ATHLETE TRUSTED NO BANNED SUBSTANCES
RIVAL NUTRITION products bearing the "Informed Choice We Test • You Trust" logo have been tested for, and found to be free of, over 200 banned substances by LGC — an accredited, independent anti-doping laboratory. For more information about the Informed Choice program, please visit: <https://informedchoice.com>

WHO:

ACTIVE LIFESTYLES

STRENGTH TRAINING

TEAM SPORTS

ENDURANCE SPORTS

FOR:

WORKOUT RECOVERY

NUTRIENT FORTIFICATION

WHEN:

IN THE MORNING

AFTER WORKOUTS

BETWEEN MEALS

HOW:

1 SCOOP

+ 6-8oz WATER OR MILK

MIX FOR 20-30 SECONDS

STIR IT UP.
SHAKE IT UP.
OR BLEND IT UP.*


3.4 Harvard Article

This content brings an article of a credit and known university in the world explaining all about each type of supplement that we sell, so the customer will learn about our products and feel that they will make the best decision.

Havard Article about **workout supplements**

In this Harvard article, we delve into the intricate world of workout supplements, examining their role in enhancing physical performance and their potential impacts on health.

[Learn more](#)



3.5 Bonus

We conclude this email with a bonus because some people may only read the beginning and end of the email. With this bonus, they will feel interested in learning and reading all the content. Furthermore, we connect this with our rewards program to ignite curiosity in the reader to read the beginning of the email and continue learning more about us and our products.

BONUS

Joining our rewards program gets you a free yoga mat with your next purchase of \$50 or more.

Whether you are a beginner or a gym rat, we believe a good supplementation is ideal for getting better results in your exercises.

[START SHOPPING](#)

4. FEEDBACK

Made by: Mariana Mota

The newsletter goes with the whole profile of the company, the aesthetics of the it goes well with what they try to portray. Maybe you can add more shortcuts (call to action).

We used this feedback and created more CTA buttons to engage more with our public.



5. REFERENCES

<https://www.hsph.harvard.edu/nutritionsource/workout-supplements/>

https://www.youtube.com/watch?v=e_eJRD12J6Y

https://www.youtube.com/watch?v=e_eJRD12J6Y

6. PLAGIARISM SCAN REPORT

	0% Plagiarised		100% Unique	Date	2024-03-18
				Words	377
				Characters	2504

Content Checked For Plagiarism

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4 REFERENCES

Matched Source

Check By:  DupliChecker

No plagiarism found