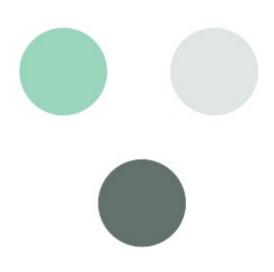
Newsletter Marketing Plan

Business type	knitted scrunchies	
Business name	Needled on Knitting	
What is your why?	To showcase my talents and be better integrated in the community.	
What makes your biz different?	With every purchase, 25% of the proceeds goes to Gleaners Community Food Bank in Detroit, MI.	
Who is your audience?	Young adults, mostly women but also men shopping fo women.	
What do visitors want?	Scrunchies of different sizes, colors, and textures. Also want to give back to the community so they can feel good about their purchase.	
What action do you want visitors to take?	Look through the options, purchase a scrunchie, and tell others about the brand.	
Newsletter purpose	Update customers on new items, remind them that the purchase helps donate to a food bank, to try to get the to click on the website, "refer a friend" coupon incention	
What relationship do you want to form?	Friendly, personable, trusting, close-knit	
Newsletter goals [expert, friend]	Friend, generate interest in the product	
Campaigns		
Frequency	Every other week	
Focus	Share stories, ideas for buying for others.	
Measurable	How many people open the email, how many people click on the link.	



Needled on Knitting

H2 H3 Text

H1 H2 H3

Needled on Knitting

	crafted touch to any outfit? Grab a knitted scrunchie! w colors, styles, sales, and the scrunchie of the month	
Email Address		
First Name		
Last Name		

Grow your business with 🔏 mailchimp

Single Newsletter Content Plan

Scrunchie of the month is here and available for order	
March's Scrunchie of The Month!	
To tell subscribers that the scrunchie of the month for March is ready.	
Give your scrunchie for March	
This month's scrunchie color	
Scrunchie of The Month	
Add a personal touch to any outfit with a hand-crafted knitted scrunchie and feel good doing it!	
Images, links to become a scrunchie model and to the food bank.	
	March's Scrunchie of The Month! To tell subscribers that the scrunchie of the month for March is ready. Give your scrunchie for March This month's scrunchie color Scrunchie of The Month Add a personal touch to any outfit with a hand-crafted knitted scrunchie and feel good doing it!

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Needled on Katting

Scrunchic of the Month



Add a personal touch to any outfit with a hand-crafted knitted servesible and first good doing it!

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Conceptual business with Consensations