

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 for 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 their purchase helps donate to a food bank, to try to get them to click on the website, "refer a friend" coupon incentive
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


Want to add a hand crafted touch to any outfit? Grab a knitted scrunchie!
Stay updated on new colors, styles, sales, and the scrunchie of the month.

Email Address

First Name

Last Name

Subscribe

Grow your business with  **mailchimp**

Single Newsletter Content Plan

Email Primary Message	Scrunchie of the month is here and available for order
Subject Line:	March's Scrunchie of The Month!
Purpose	To tell subscribers that the scrunchie of the month for March is ready.
Call-to-Action	Give your scrunchie for March
Topic	This month's scrunchie color
Headline	Scrunchie of The Month
Subheadings	Add a personal touch to any outfit with a hand-crafted knitted scrunchie and feel good doing it!
Content Item	Images, links to become a scrunchie model and to the food bank.

Needled on Knitting

Scrunchie of the Month



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

This month's scrunchie is made! Made is needed to complete without your accessories. Buy a bundle of 10 and save 10%!

With each scrunchie purchase, 10% of the profit goes to [Charities for Good](#) in [Detroit, MI](#). Not only do you get a handmade piece to add to your wardrobe but you also allow us to give back to our community!

Explore the scrunchie of the Month here



Charities For Good

Learn more about our local food bank and what you can do to help it.

[View Charities for Good](#)



Wear a few scrunchies!

Wield our scrunchie of the month and watch you to help it!



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