

#### DIAMOND BOX

The newsletter showcased their giveaway campaign – the prize being a Rolex Explorer, worth £7,500. The focus of the campaign was to highlight the lavishness of the watch and its unique design. Essentially, the newsletter was designed to promote The Diamond Box's exclusive giveaway. A substantial amount of traffic was driven to the competition landing page, with notable metrics from the campaign as follows:

**Opens: 13,001**  
**Total Opens: 17,032**  
**Open Rate: 25.3%**  
**Total Clicks: 2,680**

Email recipients returned to, and opened the email, a total of 4,031 times.

\*Statistics as of 30/01/2023

## Newsletter short form £500

250 words

### Includes:

- Newsletter layout design
- 2 rounds of amendments
- Ready zip file to upload on client marketing email service
- Post Campaign Analysis
- Includes sub-editing

## Newsletter long form £750

500 words

### Includes:

- Newsletter layout design
- 2 rounds of amendments
- Ready zip file to upload on client marketing email service
- Post Campaign Analysis
- Includes sub-editing

### Assets required:

Assets required:  
High-resolution logo  
1 to 3 images (feature image + content imagery)  
Copy – 250 words  
Email marketing service (Mailchimp, Constant Contact, etc)  
Brand guidelines

### Assets required:

Assets required:  
High-resolution logo  
1 to 10 images (feature image + content imagery)  
Copy – 500 words  
Email marketing service (Mailchimp, Constant Contact, etc)  
Brand guidelines

### Add on:

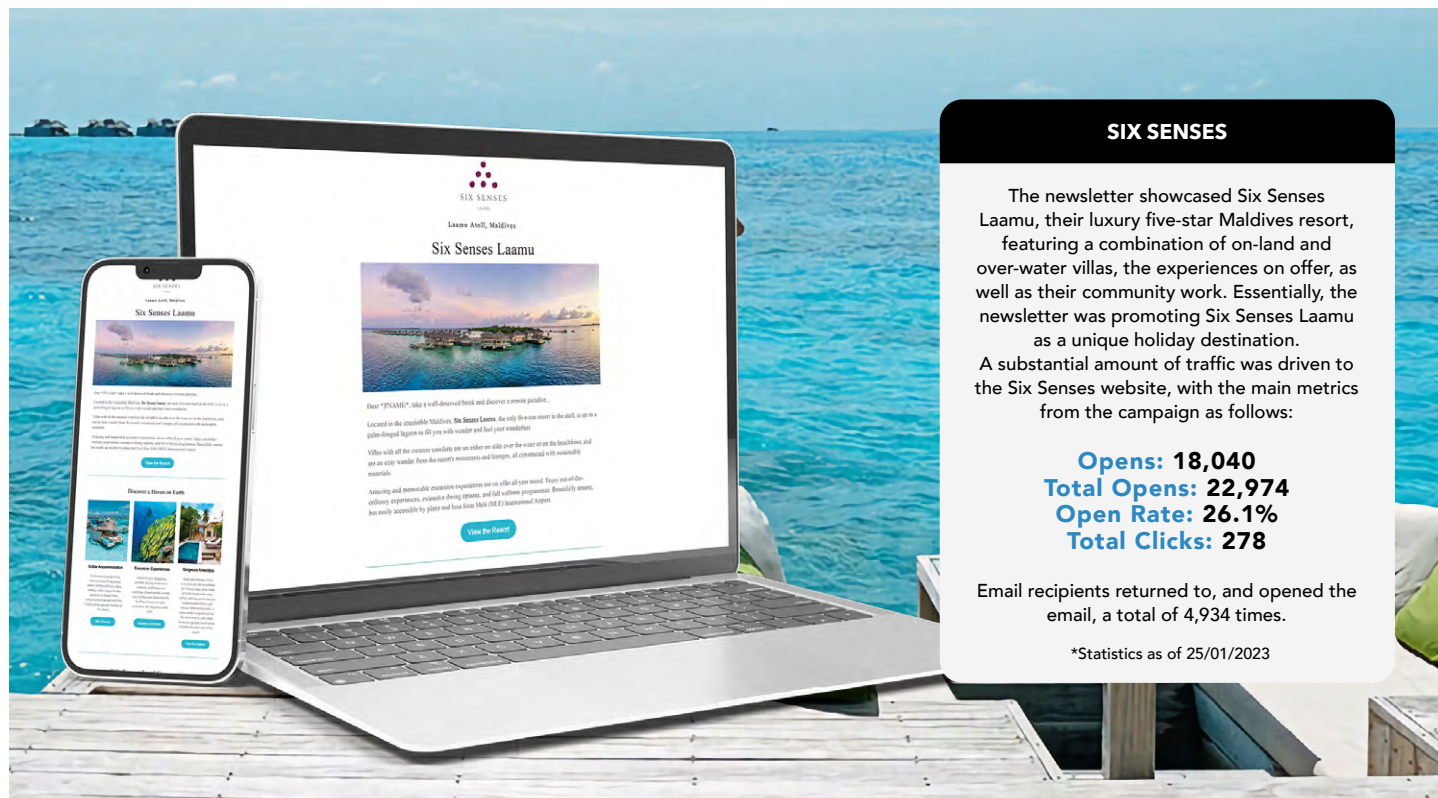
Copywriting - £250  
Stock image research/use - £25 per image

### Add on:

Copywriting - £250  
Stock image research/use - £25 per image

All bookings are subject to our terms & conditions

## SIX SENSES



### SIX SENSES

The newsletter showcased Six Senses Laamu, their luxury five-star Maldives resort, featuring a combination of on-land and over-water villas, the experiences on offer, as well as their community work. Essentially, the newsletter was promoting Six Senses Laamu as a unique holiday destination.

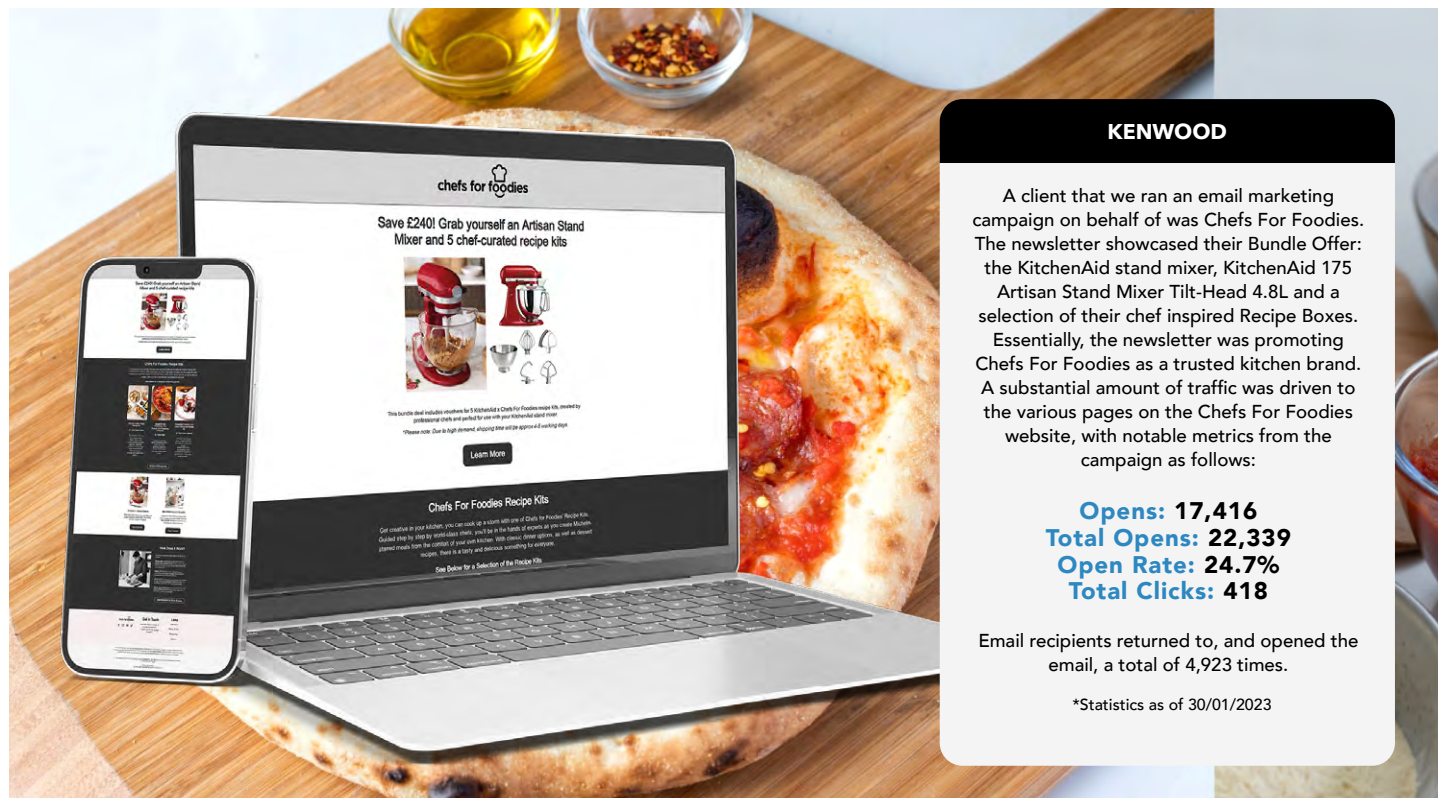
A substantial amount of traffic was driven to the Six Senses website, with the main metrics from the campaign as follows:

**Opens: 18,040**  
**Total Opens: 22,974**  
**Open Rate: 26.1%**  
**Total Clicks: 278**

Email recipients returned to, and opened the email, a total of 4,934 times.

\*Statistics as of 25/01/2023

## KENWOOD PROMO



### KENWOOD

A client that we ran an email marketing campaign on behalf of was Chefs For Foodies. The newsletter showcased their Bundle Offer: the KitchenAid stand mixer, KitchenAid 175 Artisan Stand Mixer Tilt-Head 4.8L and a selection of their chef inspired Recipe Boxes.

Essentially, the newsletter was promoting Chefs For Foodies as a trusted kitchen brand. A substantial amount of traffic was driven to the various pages on the Chefs For Foodies website, with notable metrics from the campaign as follows:

**Opens: 17,416**  
**Total Opens: 22,339**  
**Open Rate: 24.7%**  
**Total Clicks: 418**

Email recipients returned to, and opened the email, a total of 4,923 times.

\*Statistics as of 30/01/2023

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