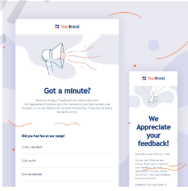
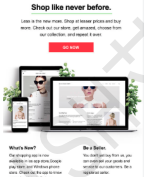


邮件类型 [1]	发送时间/频率	受众群体	邮件目标	视觉样式	Template 1	Template 2	Template 3	Template 4
欢迎邮件	新客户注册邮箱	新订阅, 新首次购买	一封有效的欢迎电子邮件有几个目标 简短扼要的品牌故事, 突出产品卖点 提醒购物优惠券折扣信息: 强调忠实社区活动 欢迎新订阅者 - 引导新用户购买 - 收集新客户邮箱信息 传递品牌产品的信息 激励用户购买 创建一个明显的 CTA, 将用户直接带到您的网站以兑换优惠券 收集新客户邮箱信息 并且通过新客户订阅的方式获取收集用户电子邮件地址信息 传递品牌产品信息 可以同时邮件末尾, 展示社交账号信息、品牌形象和背		Welcome Email Subject: Welcome to [Your Brand Name] Dear [Customer Name], Welcome to [Your Brand Name]! We are thrilled to have you join our community. We want to take a moment to introduce ourselves and let you know we take great pride in the quality of our [product/service] and the As a new customer, we would like to offer you a special discount of [disc Thank you for choosing [Your Brand Name]. We look forward to serving Best regards, [Your Brand Name]	Follow-Up Email Subject: Thank You for Your Purchase from [Your Brand Name] Dear [Customer Name], We wanted to take a moment to thank you for your recent purchase. We are committed to providing the best [product/service] and we would love to hear your thoughts on our [product/service]. As a token of our appreciation, we would like to offer you a [disc Thank you again for choosing [Your Brand Name]. We value yo Best regards, [Your Brand Name]	Request for Feedback Email Subject: Share Your Experience with [Your Brand Name] Dear [Customer Name], Thank you for choosing [Company Name]. We're excited to have you as a new customer and we lo As a token of our appreciation, we'd like to offer you a [insert discount code/promotion] on your next If you have any questions or concerns, please don't hesitate to contact us. Our team is always here Thank you again for choosing [Company Name]. We're thrilled to have you as a new member of ou Best regards, [Your Name]	Subject: Welcome to [Company Name]! Dear [Customer Name], Thank you for choosing [Company Name]. We're excited to have you as a new customer and we lo As a token of our appreciation, we'd like to offer you a [insert discount code/promotion] on your next If you have any questions or concerns, please don't hesitate to contact us. Our team is always here Thank you again for choosing [Company Name]. We're thrilled to have you as a new member of ou Best regards, [Your Name]
订单确认	客户完成订单后	针对订单交易成功客户	当客户购买了产品之前, 之后更多的是强调产品的确认信息、 订单状态跟踪, 以及在等待期可持续的链接上关于产品和社区 互动信息, 用户分享, 用户使用 同时邮件下方可以放OL或者普通用户的po图, 制造communit		Order Confirmation Email Subject: Your [Product/Service] Order Confirmation from [Your Brand Na Dear [Customer Name], Thank you for placing your order with [Your Brand Name]. We're excited Order number: [Order Number] Order date: [Order Date] Order total: [Order Total] Billing address: [Customer Billing Address] Shipping address: [Customer Shipping Address]	Subject: Order Confirmation - Thank You for Your Purchase Dear [Customer Name], Thank you for your recent order with us. We're excited to Your order has been confirmed and will be processed shortly. If you have any questions or concerns, please don't hesitate to reach out to us. We're here Thank you again for your business, and we look forward to Best regards, [Your Name]	Subject: Your Order Has Been Received Hello [Customer Name], Thank you for your recent order with us. We appreciate yo We wanted to let you know that we have received your or In the meantime, if you have any questions or concerns, p Thank you again for your purchase, and we hope you en Sincerely, [Your Name]	Subject: Thank You for Your Order! Hi [Customer Name], We wanted to take a moment to thank you for your recent order with us. We appreciate yo Your order has been confirmed and will be processed shortly. You will receive a separate e If you have any questions or concerns, please don't hesitate to reach out to us. We're here Thank you again for your purchase, and we look forward to serving you again soon. Best regards, [Your Name]
新品上线	产品上线前-15天预告; 产品上线当天通知 产品上线后通知	针对已经订阅未购买用户 针对已经购买用户再营销	针对老用户, 特别是忠实的高年度用户, 可以针对之前收集到 内容板块上, 可以重点规划关于产品的卖点文案、图片、视频 或在活动上线前期, 作为配合新品营销的一部分, EDM可以推		New Product Launch Email Subject: Introducing Our Latest Product: [Product Name] Dear [Name], We're excited to announce the launch of our latest product: [Product Name] is packed with features that we think you'll love, includin As a loyal customer, we wanted to make sure you were among the first to Thank you for your continued support. Best regards, [Your Company Name]	New Product Preview Email Subject: Sneak Peek: Our Latest Product in the Making Dear [Name], We've always working hard to bring you the best products poss [Include pictures or videos of the product in development] We value your input, and we'd love to hear what you think. Click Thank you for being a valued customer. Best regards, [Your Company Name]	Stock Notification Email Subject: [Product Name] Back in Stock Dear [Name], We're happy to inform you that [Product Name] is back in stock [Include product image and link to purchase] We recommend acting fast as this product is likely to sell out so Best regards, [Your Company Name]	Subject: New Product Alert: [Product Name] is Now Available! Hello [Customer Name], We're excited to announce that our latest product, [Product Name], is now available for pu [Product Name] is perfect for [insert features/benefits of the product]. We believe it will ma To learn more about the product, and to place your order, simply visit our website. And, as Thank you for your continued support. We appreciate your business and look forward to h Sincerely, [Your Name]
促销邮件	活动开始前; 活动中持续提醒; 活动结束后结束前 24/48小时	针对已经订阅未购买用户 针对已经购买用户再营销	活动促销信息作为一种EDM促销方式, 主要针对年度或 重点展示促销活动日期的信息, 同时突出促销力度信息, 促销产品 尤为重要的是针对活动(特别是大型活动)进行分层, 在活动 重要节点: Prime Day, 周五网一, 圣诞节, 周年庆		Prime Day Campaign Subject: Prime Day Alert: Get Ready for the Biggest Sale of the Year Dear [Name], Are you ready for the biggest sale of the year? Amazon Prime Day is just We're offering up to 50% off on all our products, including electronics, fa Click here to explore our Prime Day deals and start shopping today. Hur Thank you for being a valued customer. Best regards, [Your Company Name]	Black Friday/Web One Campaign Subject: Black Friday is here! Get your hands on the best deals Dear [Name], The biggest sale of the year is finally here! We're excited to ann We're offering up to 60% off on all our products, and even bigger Click here to explore our Black Friday deals and start shopping Thank you for being a valued customer. Best regards, [Your Company Name]	Christmas Campaign Subject: Christmas Alert: Get Your Gifts Sorted with Our Exclus Dear [Name], It's that time of the year again! The festive season is upon us, and We're offering up to 50% off on all our products, making it the p Click here to explore our Christmas deals and start shopping to Thank you for being a valued customer. Best regards, [Your Company Name]	Anniversary Campaign Subject: Celebrate with us: It's our Anniversary! Dear [Name], It's our Anniversary and we're excited to celebrate with you! We'd like to take this opportunity to th As a token of our appreciation, we're offering up to 30% off on all our products, including electronic Click here to explore our Anniversary deals and start shopping today. Hurry, this offer ends soon! Thank you for being a valued customer. Best regards, [Your Company Name]
弃购挽回	2小时 24小时 7天 (根据产品属性/用户购买周期调整)	加购未购买, 未结账客户	当您发送废弃的购物车电子邮件时, 可以参考设置 电子邮件1: 6 小时后发送 电子邮件2: 10/12小时后发送 电子邮件3: 24 小时后发送 随着时间的推移, 再持续的根据数据的反馈以调整推送时间和 弃购邮件 1: 简单地提醒弃购用户的购物车信息 第一封电子邮件作为一个简单的提醒: 告诉购物者他们在购物车 一封电子邮件可以是一个简单的提醒——提醒他们购物车 同时也可以附带问题调查, 收集客户弃购的原因, 以便进一步 弃购邮件 2: 提供一定的折扣信息 针对第二份邮件, 可适当增加一定的折扣力度, 随着弃购时间 的推移而 弃购邮件 3: 叠加折扣力度信息 如果前两封邮件依旧还没有转化, 则可以再叠加额外折扣并增加 通过以上内容对推送时间、折扣力度的A/B 测试不断优化弃购		Reminder Email Subject: Don't forget about your items at [Your Brand Name] Dear [Customer Name], We noticed that you left some items in your shopping cart at [Your Brand If you're still interested in the items you left behind, simply click the link [Link to Cart] Thank you for considering [Your Brand Name] for your [product/service] Best regards, [Your Name] [Your Brand Name]	Abandoned Cart Email with Incentive Subject: Complete Your Purchase at [Your Brand Name] and Ge Dear [Customer Name], We noticed that you left some items in your shopping cart at [Your Brand If you're still interested in the items you left behind, simply click [Link to Cart] We know you have many choices when it comes to [product/service] Best regards, [Your Name] [Your Brand Name]	Follow-Up Email with a Sense of Urgency Subject: Time is Running Out: Your Items are Waiting for You at Dear [Customer Name], We noticed that you left some items in your shopping cart at [Your Brand We'd like to remind you that our products are in high demand, and Simply click the link below to complete your purchase, and we'll [Link to Cart] Thank you for considering [Your Brand Name] for your [product/service] Best regards, [Your Name] [Your Brand Name]	Subject: Don't Miss Out on [Product Name] - [Insert Promotion] Hello [Customer Name], We noticed that you recently abandoned your cart while shopping with us. We understand To sweeten the deal, we're offering a [insert promotion] on all orders of [Product Name] for If you have any questions or concerns, please don't hesitate to contact us. We're always h Thank you for considering [Product Name] and we hope to see you back soon. Sincerely, [Your Name]
教育内容	每半月/每个月	所有订阅阅读用户	除了关于产品、促销的邮件类邮件, 可再补充产品信息、行业 根据产品分类, 新手如何选择, 同类产品对比、行业介绍、生产		Industry Insights Email Subject: Stay ahead of the game with our industry insights Dear [Name], As an industry leader, we're constantly striving to provide our customers Our team of experts has put together a comprehensive report on the late Click here to download our industry insights report and stay ahead of the Thank you for being a valued customer. Best regards, [Your Company Name]	Blog Update Email Subject: New Blog Post: [Title of the Blog Post] Dear [Name], We're excited to share our latest blog post with you. Our team h Whether you're a seasoned professional or just starting out, we Thank you for being a valued customer. Best regards, [Your Company Name]	Remarketing Email Subject: Come back and see what you've missed Dear [Name], We noticed that you haven't visited our site in a while and want From industry insights to blog posts and videos, we're constant Click here to visit our site and start exploring. We look forward to Thank you for being a valued customer. Best regards, [Your Company Name]	Subject: Everything You Need to Know About [Product/Service] Dear [Customer Name], We're excited to share some important information with you about our [Product/Service]. As a value [Product/Service] is designed to [insert purpose/benefit]. We've worked hard to ensure that it meets Here are some important things you should know about [Product/Service]: [Feature/Benefit 1] [Feature/Benefit 2] [Feature/Benefit 3] If you have any questions or concerns about [Product/Service], please don't hesitate to contact us. Thank you for choosing [Company Name]. We appreciate your business and look forward to serving Best regards, [Your Name]

调查问卷	每半个月/每个月	所有订阅潜在客户以及已购买用户	反馈或客户满意度调查电子邮件也是另一种用于电子邮件。转 用户调查邮箱可围绕这几方面内容展开： 关于购物过程中，对品牌对产品的疑惑信息 关于产品满意度信息 关于信息获得的渠道来源 关于售后的服务信息 这些简单高效的来自一手资料的用户信息，可以快速帮助		Shopping Process Survey Email Subject: Your feedback matters - tell us about your shopping experience Dear [Customer], We hope you're enjoying your recent purchase from [Brand/Product]. At We would appreciate it if you could take a few minutes to complete this [Insert survey link] Thank you for your time, and we look forward to hearing from you. Best regards, [Brand/Product]	Product Satisfaction Survey Email Subject: We want to know what you think of our product Dear [Customer], Thank you for choosing [Brand/Product]. We hope you're enjoy As part of our commitment to providing the best products and Please take a few minutes to complete our satisfaction survey. [Insert survey link] Thank you for your time, and we value your feedback. Sincerely, [Brand/Product]	Information Acquisition Channels Survey Email Subject: Tell us how you heard about us Dear [Customer], We're always looking for new ways to connect with our custom Please take a few minutes to complete this short survey about [Insert survey link] Your feedback is important to us, and we thank you for taking th Best regards, [Brand/Product]	After-Sales Service Survey Email Subject: Your opinion matters - tell us about your after-sales experience Dear [Customer], At [Brand/Product], we believe that providing excellent after-sales service is just as important as de Please take a few minutes to complete this short survey about our after-sales service. [Insert survey link] Thank you for taking the time to provide us with your feedback. We value your opinion and strive to Sincerely, [Brand/Product]
老客召回	根据产品属性/用户 购买周期调整搭配; (原则: 提高复购率, 起促活作用)	针对已经购买用户再营 销	促进客户回流和增加客户忠诚度，从而提高销售和收益。 重新吸引老客户回流是一个非常有效的方式。可以提高客户 通过发送有针对性的召回邮件，可以让老客户了解到品牌最新 除了直接促进销售，召回邮件还可以为电商平台提供更多关于		Win-Back Email Subject: We Miss You! Come Back to [Your Brand Name] for [Product/Se Dear [Customer Name], It's been a while since we've seen you at [Your Brand Name], and we m We've been working hard to improve our [product/service] offerings and As a special thank you for being a valued customer, we would like to offe We hope you'll give us another chance to serve you and earn back your Best regards, [Your Name] [Your Brand Name]	Personalized Win-Back Email Subject: We Want You Back, [Customer Name]! Dear [Customer Name], We noticed that it's been a while since you last shopped with us We appreciate your past business and wanted to let you know We'd love to hear from you and learn about your shopping expe Thank you for considering [Your Brand Name] for your [product Best regards, [Your Name] [Your Brand Name]	Last Chance Win-Back Email Subject: Final Notice: Get [Discount Amount/Percentage] Off Yo Dear [Customer Name], This is our final notice to let you know that you're missing out on As a valued customer, we would like to offer you a [discount am We know that life can get busy, and shopping can often fall by t Thank you for considering [Your Brand Name] for your [product Best regards, [Your Name] [Your Brand Name]	Subject: You're invited back for more! Hi [Customer Name], We hope this email finds you well. We wanted to extend a special invitation to you to come As a thank you for your past business, we're offering you [Discount Amount] off your next We've also added some new products to our store that we think you'll love. Take a look an Thank you for considering us again. We appreciate your loyalty and look forward to servin Sincerely, [Your Name]

[1] 从邮件营销的目的和内容角度来看, 邮件营销类型可以大致分为以下几大类:

交易型邮件营销: 订单确认、发货通知等, 确认和更新客户订单信息。

促销型邮件营销: 新品上线、促销邮件等, 推销商品和促进销售。

服务型邮件营销: 调查问卷、服务评价等, 收集客户反馈和提高客户满意度。

社交型邮件营销: 节日祝福、社交媒体邮件等, 加强客户与品牌之间的联系, 提高品牌知名度和好感度。

会员型邮件营销: 如VIP会员邮件、会员专享邮件等, 提高会员忠诚度和活跃度, 促进客户复购和增加客户价值。