Building a reusable email campaign toolkit

Email marketing · Fashion retailer

THE CHALLENGE

A retail marketing team needed a repeatable way to plan and build campaigns around products, stories and customer questions.

THE WORK

We built branded email templates for product features, customer stories and brand messaging, and created a campaign calendar and planning tool.

DELIVERY EXAMPLE

11

Reusable HTML email templates delivered

HOW TO READ THE FIGURES

Spires Digital portfolio delivery example. The count comes from the completed template library. Send performance, attributed orders and revenue were unavailable for this example.