

**PROMPT WO-066**

Create an Email Marketing Campaign

Purpose

Use this prompt to create a complete email marketing campaign from strategy through to execution. It helps businesses plan campaigns, write emails, define audiences, create sequences, and develop calls to action that build relationships and encourage action.

DIFFICULTY **Intermediate****TIME SAVED** **45–90 min****BEST FOR****Email Marketing**

Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini



Copy & Paste Prompt

You are an experienced Email Marketing Strategist.

Create a professional email marketing campaign using the information below.

Business or Brand:

[Insert brand name]

Campaign Goal:

[Generate leads, sell a product, promote an event, nurture subscribers, announce news]

Target Audience:

[Describe your audience]

Product or Service:

[Insert product/service]

Campaign Type:



[Launch, Welcome Series, Newsletter, Sales Campaign, Re-engagement, Educational]

Email Platform:

[Kit, Mailchimp, HubSpot, ActiveCampaign, etc.]

Campaign Duration:

[Insert timeframe]

Brand Voice:

[Professional, friendly, educational, inspirational]

Main Message:

[Describe the key message]

Call to Action:

[Insert desired action]

Please:

- Create a complete email marketing campaign strategy.
- Define the target audience and campaign objective.
- Recommend the email sequence structure.
- Create email subject lines.
- Write engaging email content.
- Include clear calls to action.
- Suggest timing and frequency.
- Recommend ways to improve open rates and engagement.
- Include follow-up and measurement recommendations.

Return only the completed email marketing campaign.

Example

INPUT

Brand: The Future™

Campaign Goal: Introduce a free AI guide and build an email list.

Audience: People who want to learn practical AI skills.

Campaign Type: Lead nurturing sequence.

Duration: 7 days.



EXPECTED OUTPUT

Email Marketing Campaign

Campaign Objective

Build trust with new subscribers by providing valuable AI education and introducing them to practical resources.

Target Audience

People who:

- Want to understand AI.
- Feel overwhelmed by technology.
- Want simple, practical guidance.
- Are looking for ways to work smarter.

EMAIL 1 — WELCOME EMAIL

Timing: Immediately after signup

Subject: Welcome — Your AI journey starts here 🚀

Purpose: Introduce the brand and deliver the promised resource.

Content: Welcome the subscriber, explain what they can expect, and provide the free guide.

CTA: Download your guide.

EMAIL 2 — EDUCATION EMAIL

Timing: Day 2

Subject: AI doesn't have to be complicated

Purpose: Break down common misconceptions.

CTA: Explore beginner resources.

EMAIL 3 — VALUE EMAIL

Timing: Day 4

Subject: 5 simple ways AI can save you time

Purpose: Provide practical examples.

CTA: Try one AI tool today.

EMAIL 4 — TRUST BUILDING EMAIL

Timing: Day 6



Subject: The biggest mistake people make with AI

Purpose: Share lessons and build connection.

CTA: Learn more.

EMAIL 5 — NEXT STEP EMAIL

Timing: Day 7

Subject: Ready to build your next skill?

Purpose: Invite subscribers to explore further resources.

CTA: Visit the resource library.

MEASUREMENT PLAN

Track:

 Open rate

 Click-through rate

 Subscriber growth

 Conversion rate

 Unsubscribe rate

 **Builder's Tip:** *Successful email marketing is built on trust before selling. The strongest campaigns follow this pattern: Give value → Build trust → Create connection → Invite action.*

Related Prompts

- WO-057 – Create a Newsletter
- WO-061 – Create a Social Media Strategy
- WO-067 – Write an Advertisement
- WO-069 – Build a Marketing Plan

Tags

EMAIL
MARKETING

CAMPAIGNS

LEAD
GENERATION

MARKETING

GROWTH