

**Email marketing for beginners – Objectives, Content, Stats**

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| **Audience segment** | **Campaign** | **Email Campaign Objectives** | **Content Considerations** | **Key Reporting Stats to Review** |
| *Example....**Donors* | *Fundraising event invite* | *Event bookings* | *Clear event details**Clear call to action (repeat in email)* | *Opens**Click throughs**People who opened but didn't click* |
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