

Matt Shepherd
Email Marketing Manager Candidate



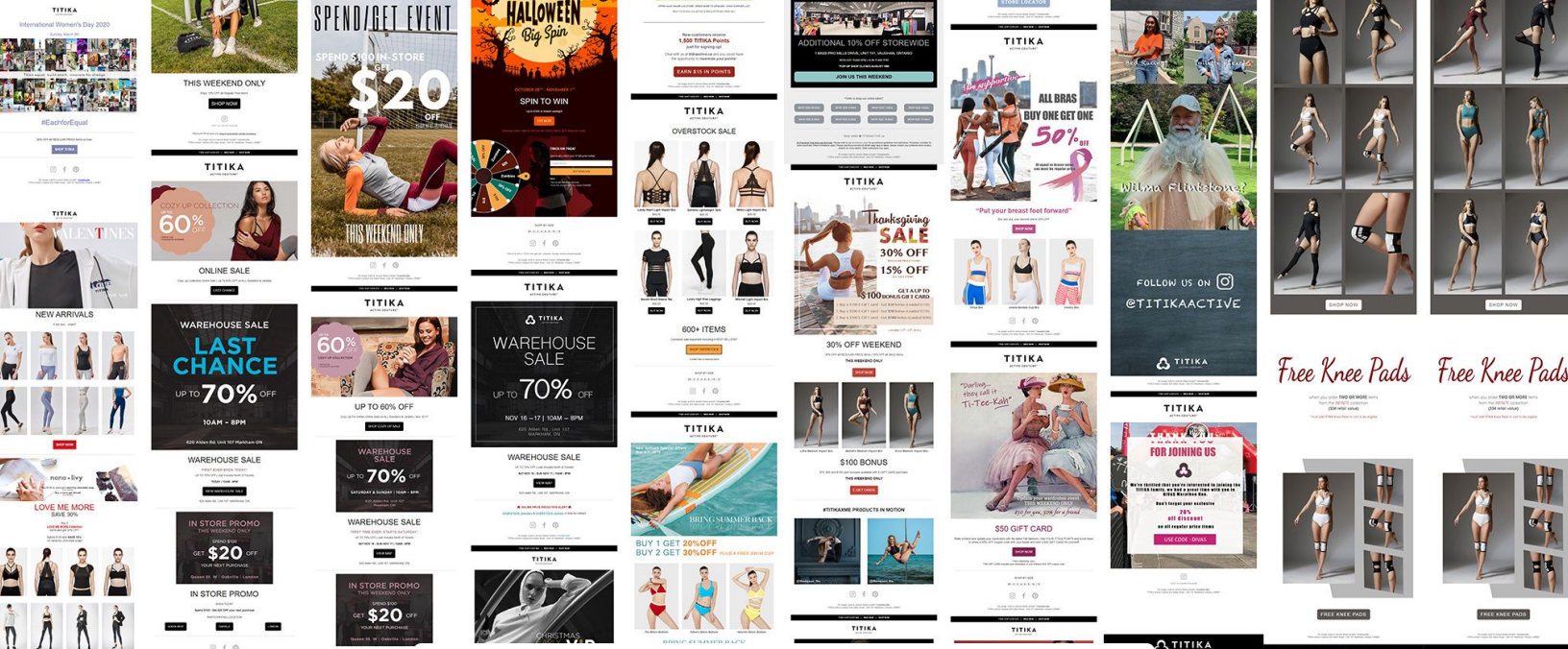
Greetings,

I am thrilled at the prospect of joining your team as your next Email Marketing Manager. I've prepared this presentation to showcase some of my experience in email marketing, particularly with TITIKA—an international Women's Athleisure brand.

INNOVATIVE. STRATEGIC. VERSATILE.

I'm eager to discuss how my insights can contribute to your continued success. Let's explore this exciting next step together!

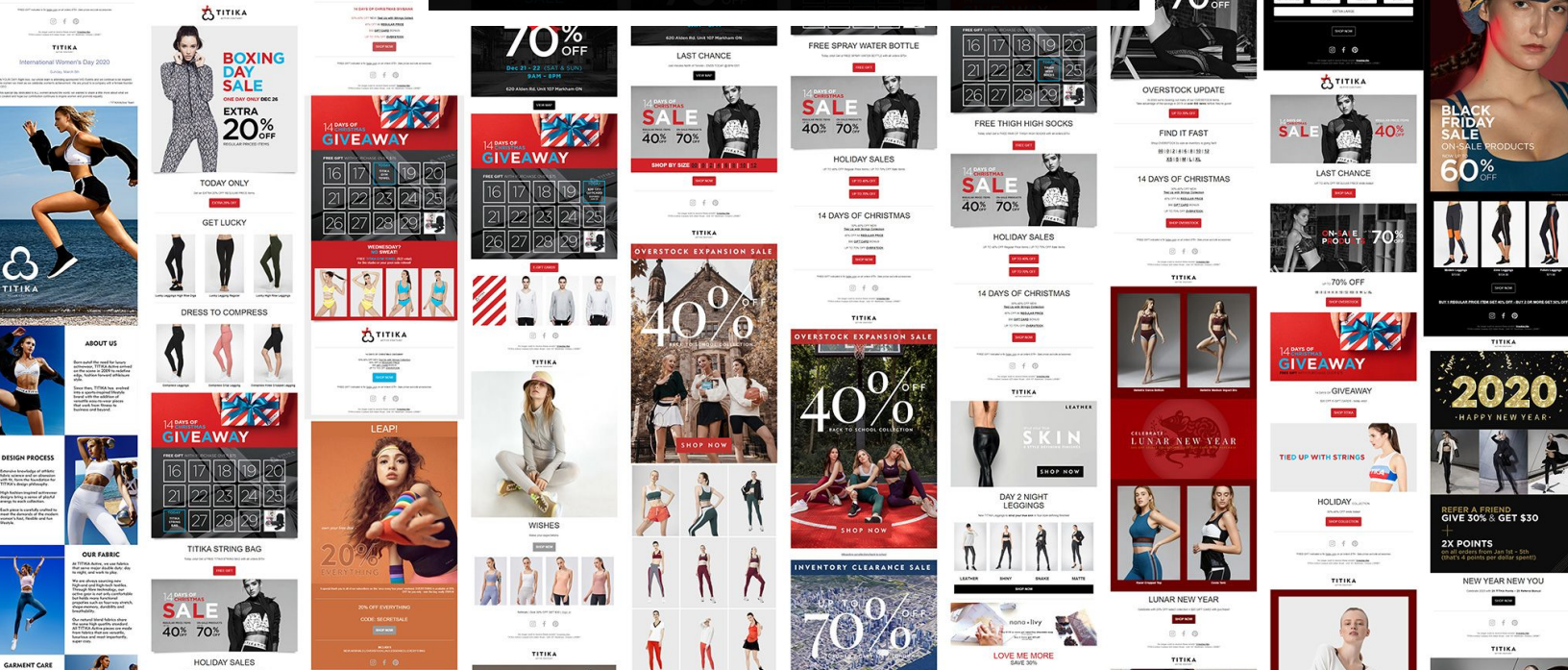
- Matt



FEATURED CAMPAIGNS

TITIKA

1,200 E-blast Campaigns 277,000 Unique Visits +\$1,000,000 Revenue



EMAIL CAMPAIGN EXAMPLE

The following is a campaign that inspired innovation, while generating excellent results. It had a distinct look, capitalized on a relevant real-world event and subtly introduced a new shopping feature that doubled E-blast conversions.

BACKGROUND

Canada's flagship store is in **Toronto**, in the USA it's **San Francisco**. When those two cities met in the **MBA Finals** (basketball), a multi-purpose campaign was created.

OBJECTIVES

- Team building for store and head office staff
- Increase E-blast conversions and foot traffic for store live events
- Introduce improved online shopping features (new filters)
- Stand out as a unique campaign for the brand

CHALLENGES

- Unknown campaign length/game results
- Unexplored brand association (professional men's team sports)
- Time zones and regionally specific content
- Short lead time



Describe a campaign you managed from start to finish. What were the results? 1/3



Two campaign designs were create in advance of the outcomes.

DEPLOYMENT A/B

The biggest learning involved a very simple E-blast in the middle of the campaign which introduced a new feature called 'Shop by Size'.

A filter link to each available product size was included in a plain text list.

- Text links accounted for **80% of CTR**
- Text links @ **+200% conversion rate**

***NOTE: All graphics were animated GIFs to embrace the feeling of ACTION*

| Open rate | Click rate | Placed Order |
|----------------------------|--------------------------|------------------------------|
| 12.19% 2,369 recipients | 3.64% 708 recipients | \$10,264.62 72 recipients |
| 20.70% 2,026 recipients | 4.71% 461 recipients | \$10,235.42 61 recipients |
| 22.14% 1,443 recipients | 7.17% 467 recipients | \$9,552.00 63 recipients |
| 11.09% 2,432 recipients | 2.29% 501 recipients | \$9,042.67 57 recipients |
| 27.65% 1,548 recipients | 11.07% 620 recipients | \$6,364.72 83 recipients |
| 18.40% 1,828 recipients | 3.66% 364 recipients | \$5,943.26 45 recipients |
| 20.10% 1,338 recipients | 7.71% 513 recipients | \$5,581.92 42 recipients |
| 22.02% 1,180 recipients | 4.61% 247 recipients | \$5,477.59 50 recipients |
| 9.60% 2,132 recipients | 1.37% 304 recipients | \$5,315.27 33 recipients |
| 18.61% 1,852 recipients | 3.70% 368 recipients | \$4,627.61 28 recipients |
| 18.42% 1,828 recipients | 2.19% 217 recipients | \$4,573.26 28 recipients |
| 27.40% 5,571 recipients | 1.22% 247 recipients | \$4,366.21 18 recipients |
| 10.44% 2,289 recipients | 1.97% 432 recipients | \$4,084.64 28 recipients |

Online 'street' sales and retail outlets were also supported by E-blasts.



Describe a campaign you managed from start to finish. What were the results? 2/3

THE FINALE

As we transitioned back to our current season's look and feel for online communications, a close-up of that season's 'hero' image was created to focus on the emotion of the event. A 'Last Chance' message was also added - TITIKA's highest performing call-to-action.



LAST CHANCE
30% OFF

USE CODE: **WETHENORTH**

SHOP NOW

- WELCOME HOME CHAMPIONS! -

| Open rate 📊 | Click rate 📊 | Placed Order 📊 |
|------------------|----------------|----------------|
| 11.16% | 2.90% | \$2,579.02 |
| 1,935 recipients | 502 recipients | 18 recipients |



KEY LEARNING

- Real-time deployment had no negative effect
- Explore additional brand associations (pro sports rated higher than previously surveyed)
- Time-zone specific deployment has it's place
- Rapid deployment opportunities perform well with social media
- Personalized shopping links increase conversions (more customer data should be collected at account creation)

18 new customers in Toronto were converted from sign-ups generated by the campaign with a total LCV of \$216,000 (18*\$12K). This was from the wrap-up E-blast alone when the campaign had reached it's exhaustion point.

SUMMARY

Flexibility in scheduling paid off, with last-minute adjustments leading to timely deployment. **Delegation and Trust** in the team streamlined processes by cutting approval times. **Innovation** in sponsorships and collaborations, plus personalized links based on customer behavior, significantly boosted conversion rates.



Describe a campaign you managed from start to finish. What were the results? 3/3

DATA ANALYSIS

Here are some brief examples, separated into the most frequently analyzed metrics and categories. This is an extensive topic and I look forward to expanding on this aspect of email strategy as it specifically relates to your brand, category and deployment history.

SEGMENTATION ANALYSIS

EXAMPLE: Identifying useful break points to create segments based on purchase history, where the shift in customer behavior is noticeably different. It's often intuitive but data analysis can refine what a company already knows about its customers. *(see simple, actionable segments below)*

ROI/ROAS ANALYSIS

Tracking time, the cost of content creation, delivery, licensing and ongoing fees, and comparing them to net sales directly generated from email campaigns, helps define the optimal path to success. In previous campaigns, I've developed communications that were extremely detailed using custom, agency designed templates but rarely find a correlation between more expensive assets and increased conversions. Also, analysis may show that simple workflow improvement is the first step to increased ROI.

GEOGRAPHICAL ANALYSIS

Separating analysis by region is essential. At TITIKA we knew customers in China were very distinct from the Western world but we were surprised to find marked differences in trackable E-blast metrics in comparisons such as 'red vs blue counties' or 'East vs West cities' in the USA.

| Name | Metric | Performance |
|----------------------------------|--|-------------|
| ★ SEGMENT 1 - ZERO ORDERS | Click-through R... All Flows | ✓ Excellent |
| ★ SEGMENT 3 - MULTIPLE ORDERS | Average Order ... Business Performa... | ✓ Excellent |
| ★ SEGMENT 2 - ONE-TIME CUSTOMERS | Unsubscribe Rate Email Campaigns | ✓ Excellent |
| | Click-through R... All Abandoned Car... | ✓ Excellent |
| | Average Order ... Business Performa... | ✓ Excellent |

DATA ANALYSIS

BENCHMARKS/COMPETITIVE COMPARISONS

Klaviyo assigns customers to a Peer Group to compare email metrics with similar entities. (see below) This is an excellent tool for Goal Setting as you can track your strengths and weaknesses to real-world benchmarks and work to improve them using reasonable targets.

CLV ANALYSIS

Customer Lifetime Value can be improved through any communication to the consumer. Using the analytics generated by E-blasts and flows can reveal trends in this calculation. For example, avoiding behavior that increases churn rates is critical - analyzing email data over time can identify those triggers.

FREQUENCY OPTIMIZATION

Klaviyo offers significant guidance in this regard but with a large enough dataset, frequency can be optimized for your unique clientele I have worked with lists that can tolerate a frequency threshold far beyond Klaviyo's recommendations but also seen much more conservative approaches perform best. Flows are a good example where a wide range of approaches to closing new customers can be optimized.

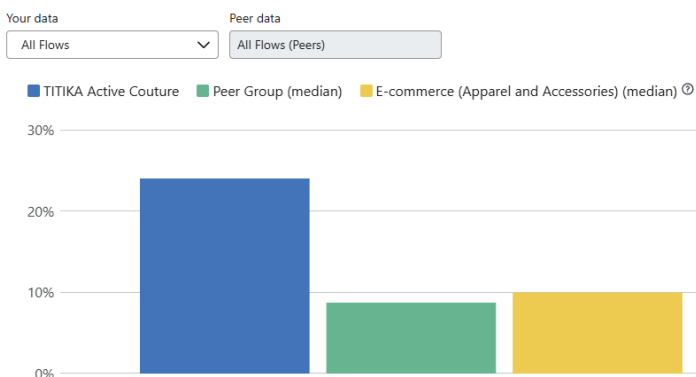
A/B TESTING

When trying something completely new, gauging trends and comparing language, A/B Testing gives quick results. The below example explored changing social attitudes and special offer preferences.

MEDIA & SOCIAL TRENDS

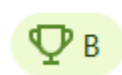
"Nice peach butt!" - In many industries, staying 'ahead' of the trends rather than 'making them' is best for brand growth. Internally, some wording is commonplace but would your customers understand? Analyzing social trends gives direction.

Flow comparison



March 1 - IWD24 Variation A

Subject: Celebrate International Women's Month
Preview:
From: TITIKA Active Couture <online@titika.ca>



March 1 - IWD24 Variation B

Subject: Celebrate International Women's Month
Preview:
From: TITIKA Active Couture <online@titika.ca>

KLAVIYO PROFICIENCY

Early Adoption and Feature Exploration

With access to large accounts, I've had the privilege of being an early adopter, allowing me to dive into each new feature rollout promptly. The recent update to AI responses has proven handy in tight spots, but the introduction of the Reviews feature was transformative. It enabled me to consolidate datasets spanning a decade from various sources, significantly streamlining data management and enhancing database integrity.

Some unique feature uses include:








- Segmentation to track point of sign-up origin
- Custom reports for internal team members
- SMS flows to trigger live interactions
- Universal content blocks by country
- Using analytics for commission tracking

Flows, Flows, Flows

When automated flows were introduced to E-commerce it was my first, real-world, experience in the value of SaaS.

To this day, when reporting, I still love adding the flow results as it's like dessert after a great meal.

- BIG 3: Abandon Cart, Loyalty, Post-Purchase
- Active on site flows – 'You might also like...'
- 'Expected Date Of Next Order' flows
- Flows to 'win back' or avoid churn

| Flow  | Status  | Revenue  | per recipient  |
|--|--|---|---|
| Abandoned Cart Checkout Started |  Live | \$6,618.57 | \$9.70 |
| Customer Winback Placed Order |  Live | \$537.98 | \$1.08 |
| Product Review / Cross Sell V2 Fulfilled Order |  Live | \$334.95 | \$0.50 |

REGULARLY USED FEATURES

Segmentation

- Behavior, demographics, purchase history
- Real-time event-based segmentation

Personalization

- Dynamic content blocks based on user data
- Personalized product suggestions

Automation Workflows

- Automation sequences for customer journeys
- Triggers based on user actions or inaction

Predictive Intelligence

- Identify customers at risk of churning
- Prioritize high-value customers

Multichannel Marketing

- Integration of email with SMS marketing
- Push notifications for mobile apps

A/B Testing

- Testing email subject lines, content, send times

API Integration

- Other platforms and custom applications
- Web-hooks for real-time data syncing

E-commerce Integration

- Shopify for sign-ups, reviews and tracking
- Syncing product catalogs for dynamic emails

Behavioral Analytics

- Customer behavior, email performance
- Customer lifetime value (CLTV)

List Management

- Suppression lists, tools for GDPR compliance

Compliance Tools

- For email laws like GDPR, CAN-SPAM, and CCPA

Templates, Customer Profiles, Flow Builder

KLAVIYO FLOWS AI

Klaviyo's expertise in crafting effective email flows is well-recognized. While their BETA Flows AI might not yet outpace other AI models in innovation, it offers significant time savings by refining existing flow templates.

Potential for Innovation

However, this tool has the potential to revolutionize customer interaction by moving beyond routine flows into an era where automated interactions are more nuanced and engaging.

Future Prospects

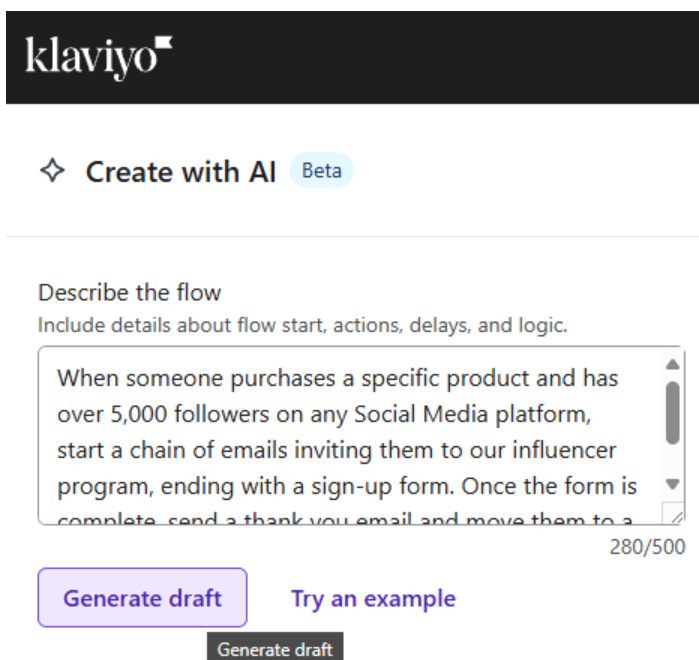
Looking ahead, Flows AI could integrate features like SMS flows triggered by local conditions, such as weather. For instance, this could mean sending tailored messages based on real-time environmental data, enhancing personalization and relevance in customer communications.

Hi Janet,

When rain is in the forecast, take some time for yourself! Try these new... “

The last public notice was in the Spring so an update is due anytime now!

<https://www.klaviyo.com/blog/spring-2024-product-update>



klaviyo

✦ Create with AI Beta

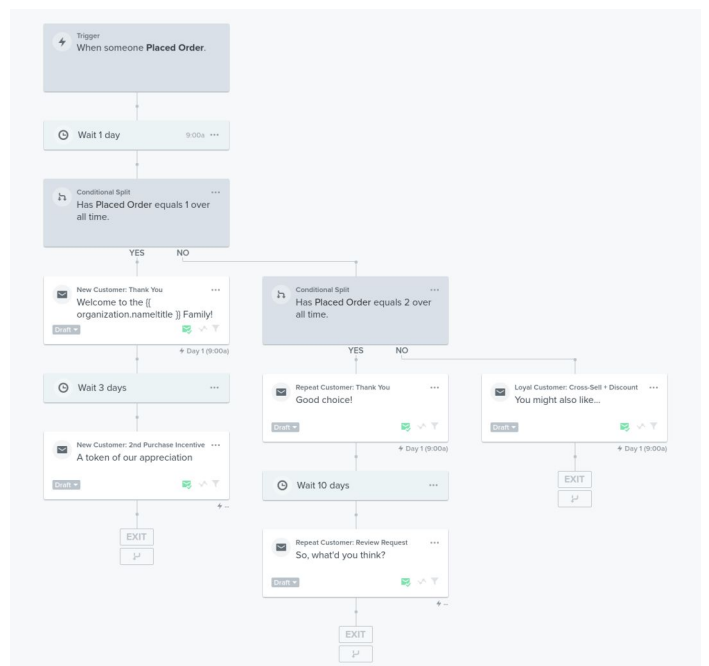
Describe the flow
Include details about flow start, actions, delays, and logic.

When someone purchases a specific product and has over 5,000 followers on any Social Media platform, start a chain of emails inviting them to our influencer program, ending with a sign-up form. Once the form is complete, send a thank you email and move them to a...

280/500

Generate draft Try an example

Generate draft



DESIGN SHOWCASE

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TITIKA
ACTIVE COUTURE™

REFLECTIVE COLLECTION
25% OFF

SHOP THE LOOK

FLASH SALE 25% OFF

The most comfortable reflective gear with style that you would not be able to find anywhere else. Our reflective gear features the specialty fabrics that allow you to move the way you want while maintaining breathability, sweat-wicking and reflective components.

25% OFF REFLECTIVE GEAR

WRITE US A REVIEW

SPECIAL OFFER - 30% DISCOUNT

- 1) Write us a product review
- 2) Send us a screenshot
- 3) Get a discount

START SHOPPING



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THIS WEEKEND ONLY

REFLECTIVE COLLECTION
25% OFF

SHOP THE LOOK

THIS WEEKEND ONLY

FLASH SALE 25% OFF

The most comfortable reflective gear with style that you would not be able to find anywhere else. Our reflective gear features the specialty fabrics that allow you to move the way you want while maintaining breathability, sweat-wicking and reflective components.

25% OFF REFLECTIVE GEAR

SPECIAL OFFER

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REFLECTIVE COLLECTION
25% OFF

SHOP THE LOOK

LAST CHANCE

FLASH SALE 25% OFF

The most comfortable reflective gear with style that you would not be able to find anywhere else. Our reflective gear features the specialty fabrics that allow you to move the way you want while maintaining breathability, sweat-wicking and reflective components.

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GET
READY
FOR
SPRING

OVERSTOCK COLLECTION

FESTIVAL LIGHT JACKET

DRAWSTRING WAIST
FLORAL EMBROIDERED
DETAILING



LEARN MORE



BLAKELI GRAPHIC TANK

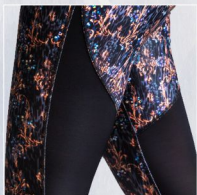
CROPPED TRAINING TANK



BUILT IN BRA
LACE DETAILS

LEARN MORE

JASPER LEGGINGS



MESH PANELS, HIDDEN DRAWSTRING

LEARN MORE



Get ready for Spring with these classic styles!

SHOP THE COLLECTION

FREE SHIPPING

ON ALL ORDERS OVER \$75



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ACTIVE COUTURE™



BYE BYE
WINTER
HELLO
SPRING

OVERSTOCK COLLECTION

BEATRIX LONG SLEEVE CROP TOP



ULTRA SOFT
UNDERARM VENTS

LEARN MORE



ARUBA JOGGERS

ELASTIC WAIST
RELAXED FIT

LEARN MORE

SOLSTICE LIGHTWEIGHT JACKET

FUNCTIONAL POCKETS
DRAWSTRING CORD



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SHOP OVERSTOCK COLLECTION

HELLO SPRING!

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SPRING
IS IN THE
AIR

OVERSTOCK COLLECTION

SHOP THE COLLECTION

MAISE ARTIST'S BLAZER



COLORFUL EMBROIDERY
LOOSE FIT

LEARN MORE



MADDY CROP TOP



MESH CUT-OUT
BUILT IN ADJUSTABLE BRA

LEARN MORE

LUCKY BREECHES GRAPHIC - KNIT IT



4-WAY STRETCH
MOISTURE WICK

LEARN MORE

SHOP OVERSTOCK COLLECTION

Spring is in the air.

FREE SHIPPING

ON ALL ORDERS OVER \$75



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**READY.
SET.
SWEAT.**

NEW ARRIVALS TO GET YOU THROUGH YOUR TOUGHEST WORKOUTS.

BLITZ GRAPHIC CROP TOP
ULTRA LIGHTWEIGHT, MESH PANELING FOR VENTILATION



TANISHA LAYERED TANK
ULTRA LIGHTWEIGHT, DOUBLE LAYERED DESIGN



THIS JUST IN.



DARIA SHORTS
COMPRESSION WAISTBAND, BUILT-IN MESH UNDERSHORTS

New Arrivals to get you through your toughest workouts.

[SHOP NEW ARRIVALS](#)

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**MUST HAVE
STYLES NOW
AVAILABLE IN
BRAND NEW
COLOURS**



ALLEGRO SWEATER
IN MEDIUM GREY


Flattering wrapped design
4-way stretch knit for freedom of movement

COLE III LEGGINGS
WITH DUSTY ROSE



Lightweight and quick drying
Hidden drawstring and stash pocket

FLASH DANCE II
IN LIGHT BLUSH



Ultra soft and breathable
Comfortable scooped neckline and hem

Check Out Our Must Have Styles, Now Available in Brand New Colours

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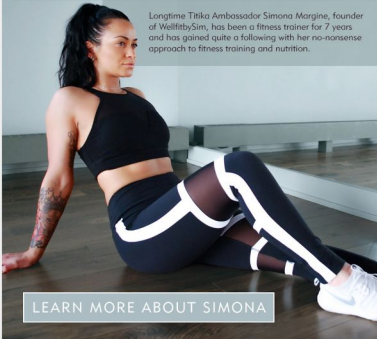
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There is no can not, there is a try or do not try

Simona Margine

Longtime Titika Ambassador Simona Margine, founder of WellbySim, has been a fitness trainer for 7 years and has gained quite a following with her no-nonsense approach to fitness training and nutrition.



[LEARN MORE ABOUT SIMONA](#)

TRON LEGGINGS
Breathable and Moisture Wicking, Hidden Stash Pocket

Simona's pick

[BUY NOW](#)

ROBIN SHORT SLEEVE TEE
Lightweight, 4-Way Stretch


Simona's pick

[BUY NOW](#)

There is no can not, there is a try or do not try

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FIRST 50 GET \$30 - BEGINS AT MIDNIGHT

@TITIKAACTIVE



Be one of the first 50 customers to place an order on 10.20.17 EST and receive a \$30.00 promotional online gift card.

Promotion begins 10.20.17 at 12:00am EST and ends 10.20.17 at 11:59pm EST. Available on all Canadian online purchases. To qualify for promotion, purchase must be one of the first 50 orders placed. No promo code needed at checkout. **\$30 online gift cards will be sent via e-mail on 11.06.17** and have an activation date of 11.06.17. Promotional Gift cards have no expiry date, can be used online only and are not valid for in store purchases. Promotional gift cards cannot be exchanged for cash value. **Limit of one gift card offered per customer. Multiple orders will not qualify.** Other restrictions may apply. Titika reserves the right to cancel any gift cards that do not meet promotional requirements. Promotion varies in store. Please contact store locations directly for specific details. "

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TITIKA

Hello,

We are inviting you to a four question survey because in 2020 you purchased a number of our athleisure bras. As a valued customer we would like to [ask you few questions](#) to help us understand how our athletic bras compare to those of our competitors. This should take no more than three or four minutes but, as a token of appreciation for completing our questionnaire, we will offer you a 25% discount on any one of our TITIKA products.

The discount code will be displayed after the survey is complete.

We truly appreciate you input,

The TITIKA Team

EARN 25% OFF

Receive a discount code for 25% OFF any one product for answering our four question bra survey.

TAKE SURVEY

*Earn and redeem your TITIKA Points for this promotion.



Instagram Facebook Pinterest

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SHOP NOW!



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FREE SHIP OVER \$75 | WEB VIEW | SHOP NOW

TITIKA
ACTIVE COUTURE™

"Darling... they call it Ti-Tee-Kah"

Update your wardrobes event.
THIS WEEKEND ONLY
\$50 for you, 50% for a friend

\$50 GIFT CARD

Refer a friend and update your wardrobes with the latest Fall fashions. Visit YOUR TITIKA POINTS and scroll down to share a 50% OFF coupon code with your bestie and earn a \$50 GIFT CARD for yourself!

SHOP NOW

*THIS WEEKEND ONLY
**\$50 GIFT CARD awarded upon redemption of your referee's 50% OFF coupon code.

SHOP BY SIZE
00 | 0 | 2 | 4 | 6 | 8 | 10 | 12

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FREE SHIP OVER \$75 | WEB VIEW | SHOP NOW

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20 FALL COLLECTION 19

STAR LIT

LIMITED QUANTITY
MARATHON JACKET REFLECTIVE

NEW ARRIVALS
Reflective for your night runs & nights out.

BUY NOW

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SHOP BY SIZE
00 | 0 | 2 | 4 | 6 | 8 | 10 | 12

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FREE SHIP OVER \$75 | WEB VIEW | SHOP NOW

TITIKA
ACTIVE COUTURE™

TRICK OR TREAT
Titika
HALLOWEEN
Big Spin

OCTOBER 28TH - NOVEMBER 1ST

SPIN TO WIN
Up to \$100 in instant savings!

TRY NOW

Winning codes valid on REGULAR PRICE items, \$75 minimum order.

TRICK OR TREAT
Spin to win, claim your TITIKA prize today!

Email Address

TEST YOUR LUCK

Rules:
*Must spin with this email only once.
**Prizes, you can only win your coupon instantly!

SHOP BY SIZE
00 | 0 | 2 | 4 | 6 | 8 | 10 | 12

*Oct 28 to Nov 1, 2019, one spin per customer. Design vectors: starfire freepik
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PAST CLIENTS



BRAND CONSISTENCY

Klaviyo's Universal Content Blocks

Klaviyo's email editor comes equipped with Universal Content Blocks, which are essential for maintaining a consistent and brand-approved content assembly. By strictly using these blocks for most communications, we ensure that our messaging remains uniform across the board. This feature also accommodates regional content variations, such as the spelling of "color" versus "colour," ensuring subtle but critical differences are consistently applied.

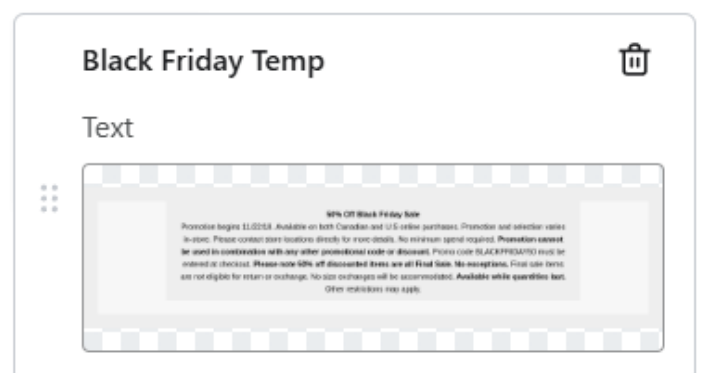
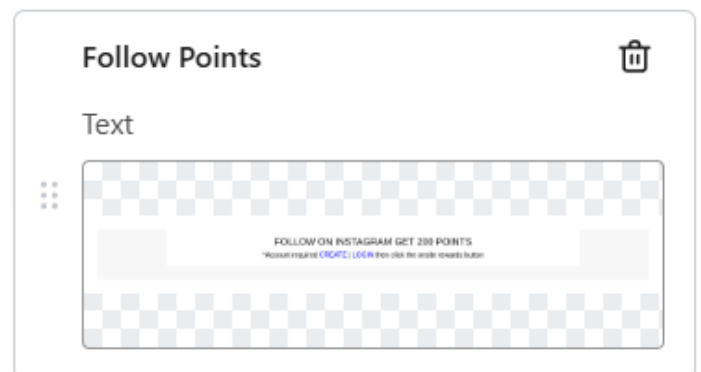
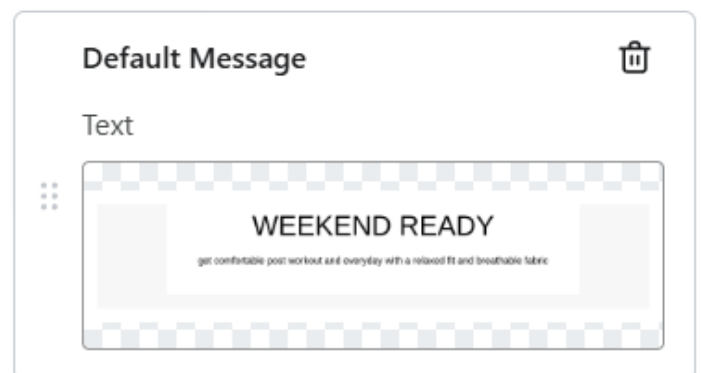
Brand Voice

Crafting our brand voice is a team endeavor. Key elements like customer greetings or descriptions of product benefits must be pre-agreed upon. To avoid confusion or if options are too diverse, we can compile 'Acceptable Terms' lists for quick reference, ensuring our voice is both clear and consistent.

Look & Feel

While templates are crucial for maintaining visual consistency, the content within must always feel fresh and relevant. Immersing oneself in the brand's ethos and understanding the customer's perspective is vital for effective writing.

- Adhere to Brand Guidelines
- Centralize Content Management
- Leverage Templates
- Implement Rigorous Quality Control
- Actively Seek and Incorporate Feedback



FAST-PACED STRATEGY

Tool Utilization and Learning

The current suite of tools for planning, time management, and collaboration is unparalleled. However, merely using these tools isn't sufficient; mastering them is key. I actively participate in beta testing and promptly adopt new features to stay ahead of the curve, enhancing efficiency. Additionally, I advocate for direct communication—often a simple phone call—to clarify uncertainties or optimize campaign strategies. Experience has shown that while glitches are inevitable, viewing them as challenges rather than setbacks leads to innovative solutions.

Strategic Approaches

- Prioritization and Planning
- Time Management
- Task Management Tools
- Delegation and Collaboration

Personal Favorites

- Automation and Tools
- Continuous Learning
- Flexibility and Adaptability
- Efficient Communication

REMOTE WORK

Professional Background

I've thrived in a remote work environment throughout my career, finding it both comfortable and productive. My setup includes a private, dedicated workspace optimized for video and phone conferences. Early on, I even won a Toronto Star Home Office contest, reflecting my commitment to an efficient home office.

Collaboration and Availability

I leverage collaboration tools and project management software to stay seamlessly connected with my team in real-time. My schedule is flexible, allowing me to cater to various time zones and be available around the clock when necessary.

Innovative Communication

For enhanced interaction, I utilize platforms like Discord, where each team member has a personal virtual 'room.' This setup allows for spontaneous screen sharing, file exchanges, chats, or video calls, fostering a dynamic and accessible work environment.

