EMAILS

Both as a freelancer and while working at Vodafone, I've created hundreds of emails for all stages of the customer journey: from informative newsletters to email campaigns following an awarenessconsideration-decision format. Due to confidential policies, I've created this sample email for a travel agency.

Type of email: promotional

Link to email: Find your I-deal Experience!

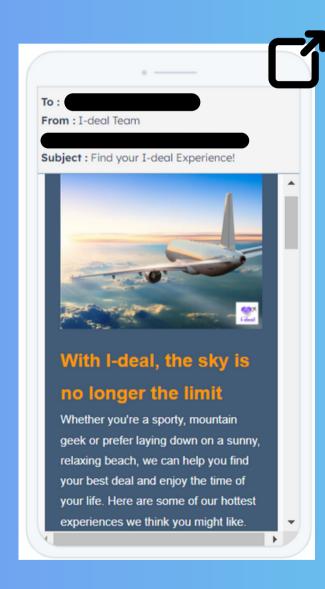
Project length: 1 day

Major challenges:

- Choosing the best deals based on the target audience
- Selecting the most convenient CTAs in line with the purpose of the email (greater website traffic and brand acknowledgement)

Achievements:

- Simple, friendly and catchy copy and design
- Key information, details and CTAs included
- Generation of CTR and traffic to the client's website

















Not sure what to head for?

Don't worry, we're here to help. As a first step, pick your main topics of interest and complete a quick test to see what suits you the best. Spoiler alert! These are just some of them

- · Food & drinks Music & art

Take the test

This is your sign, don't miss your chance! Contact us now to find your I-deal trip by answering to this email or filling in the contact form in our