

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 awareness-consideration-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

