



AUTOMATED CAMPAIGN PLAN

DIGITAL OUTCOME

SPECIFIC | MEASURABLE | ACHIEVEABLE | RELEVANT | TIME-BOUND

DIGITAL TRIGGER

FORM | WEBSITE VISIT | SOCIAL MEDIA | PAID MEDIA | ENQUIRY

EMAIL 1

SUBJECT LINE

CONTENT

CALL TO ACTION

EMAIL 2

SUBJECT LINE

CONTENT

CALL TO ACTION

EMAIL 3

SUBJECT LINE

CONTENT

CALL TO ACTION