Example of an Email Schedule Template

Week commencing	Email date	Database recipients / Segment	Email type	Subject Line	Header photo	Primary message/main story	OFFER / CTA	Offer end date	Image box 1 (side)	Image box 2 (side)	Image box 3 (side)	Emails opened	Unsubscribe	Open rate	Click Through	Click Through rate	Click to open rate
1st October	04/10/2018	2015-17 past visitors	Promotional email	Hot off the press!! Mo Farah 2018 Keynote Speaker	Picture of Mo Farah	Delighted to announce Mo Farah will be inspiring the audience…	Early bird offer: 20% off	31st October									
		Visitors prospects (excluding past visitors)	customer service email														
		2018 booked visitors	Engagement email														
			Content email														