



**Design engaging, customer-focused email templates to improve communication and drive engagement**

## Team

**CEO:**  
Bonnie Lister Parsons

**Head of Marketing:**  
Danielle Collier

**Product Manager/UX:**  
Nathan Griffiths

## Project

Jul 2023 - Sept 2024 (3 months)

14 Templates created

Responsive Emails

My role was that of a Digital Producer and Designer with project management to help get the project over the line

## Product tasks undertaken

- Design System
- Service design
- Stakeholder managment
- UI design
- User Flows
- User Stories
- Content Design

## Tools used

- Figma
- Google Forms
- Mailchimp
- Notion

## About the client

SOS is a franchise dance school with a mission to empower people through dance.

The business model is simple:

HQ choreographers create routines based on popular songs, performed by professional dancers. These routines are then taught to BOSSES (instructors), who run in-person classes to teach QUEENS (students). By bringing people together through dance, SOS helps build strong, supportive communities while making learning fun and accessible.

## Project Goals

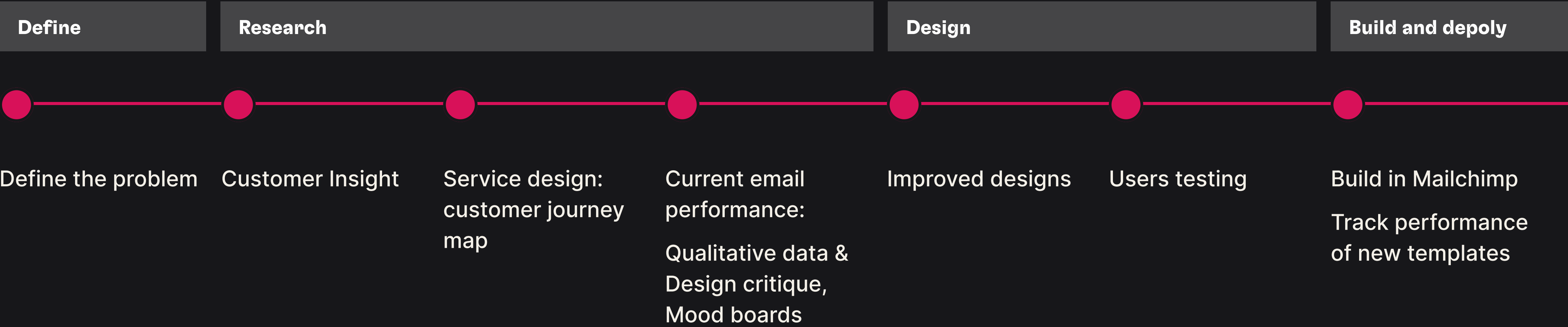
1

**Align Email Templates with Brand Identity:** Design visually appealing, brand-consistent email templates that reflect SOS's updated branding and resonate with its audience.

2

**Facilitate Scalability and Reusability:** Develop a flexible template library that can be easily adapted for future use across various customer scenarios, ensuring efficiency and consistency in communication.

# The design approach





## **The brief (Problem statement)**

The current email templates used by the franchise dance school are inconsistent with the brand identity and do not align with the new platform's design standards. Additionally, there is a lack of clarity regarding the customer journey and the specific points at which these emails are sent. This makes it challenging to determine the scope and quantity of templates required.

Customer



Female

Earnings  
15k-30k

25-45

Urban and  
suburban  
areas

YouTube for  
dance-related  
content and  
tutorials

Instagram and  
Facebook for  
body-positive  
inspiration

Single,  
Married, or  
Divorced

Challenges & Pain Points

Struggles with feeling  
self-conscious in  
traditional gyms or  
fitness spaces

Struggles with  
Lack of  
motivation or  
fear of judgment

Past negative  
experiences related  
to body image or  
movement.

Nothing like  
this in their  
area

Develop a sense of  
community with like-  
minded women

Motivations

Aspires to  
boost self-  
esteem and  
confidence

Open to trying  
new things for  
personal  
development

Wants to feel  
stronger and  
healthier without  
pressure

Seeks a safe space to  
grow emotionally and  
physically



# Customer insights

Process Overview:

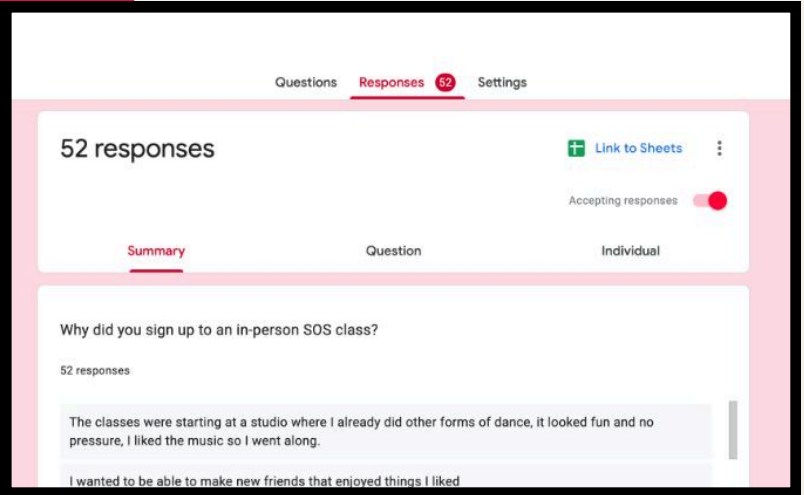
We distributed a questionnaire via Google Forms and then mapped the responses to the customer journey.

Key Insights:

- **Content Preferences:** Identified the types of information customers find most valuable.
- **Engagement Factors:** Determined which design elements, tone, and messaging resonate best with the audience.
- **Pain Points:** Uncovered frustrations or challenges with SOS.Dance’s current email communications to enhance the redesign.



Google form



# Customer Journey Mapping:

Workshops were conducted with stakeholders to identify key moments in the customer journey where emails are sent, ensuring the template scope covers all necessary communication points. Insights from the questionnaires were then mapped to highlight pain points, thoughts, feelings, and activities, shaping the email strategy.

Journey steps

Awareness

Consideration

SOS.dance x Nathan Griffiths

Sign up/create an account

VIP Consideration

Become a Boss awareness

Activities

Googling  
Talking to people  
Looking on social media  
Reading magazines

Googling  
Talking to people  
Looking on social media  
Compares prices with compet  
Looks on websites  
Reads articles  
Reads reviews  
Leaves email address for news



Thoughts and feelings

Interested  
Hesitant  
Get back into dance

Curious  
Excited

??????

??????

Touchpoint

Social Media (insta, tik tok etc)  
Regional PR  
Ads facebook/google  
Press  
Word of mouth  
Google search  
Influencers

Social Media (insta, tik tok etc)  
Regional PR  
Ads facebook/google  
Press  
Word of mouth  
Google search  
Website  
Email

Web App  
Emails  
Whatsapp

Web App  
Emails  
Whatsapp

Measurement

XX social media followers

X amount of new website  
visitors

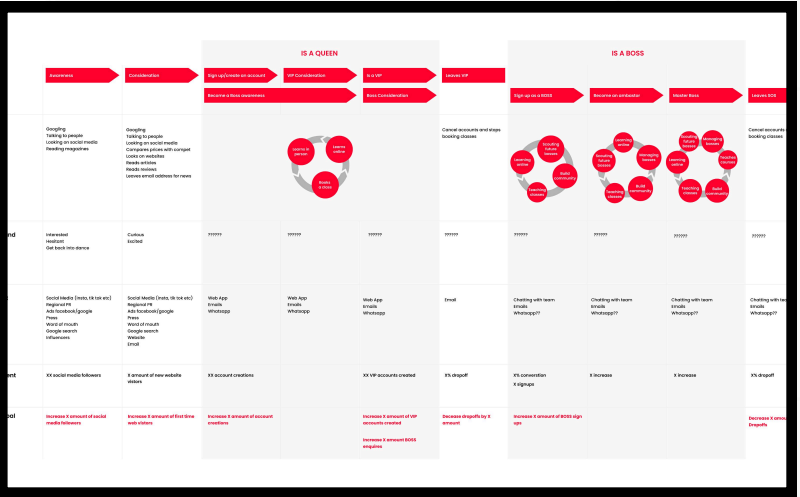
Business goal

Increase X amount of social  
media followers

Increase X amount of first time  
web visitors

Google form

creations



# Current template performance

The email templates were analysed using data and Mailchimp's benchmarking to compare performance with industry standards. It was clear that they were underperforming, highlighting areas that needed improvement. This analysis revealed key opportunities to optimise the templates, better align with industry expectations, and improve overall effectiveness.

33.4%

open rate

0.41%

Unsubscribe Rate

3.3%

Click rate

*The data was taken from the key email template "Routine Drop," with a combined total from the last 6 months. On average, 7,680 emails were delivered per send.*



# Previous Email Critique

When evaluating the current templates, I assessed them against a set of industry-standard design practices to determine if they met the required benchmarks:

- **Scanability:** How easily can the user understand the message by scanning the email?
- **Consistency of Brand:** Are the correct colours, fonts, and image styles being used?
- **Technical Requirements:** Minimal text in images, mobile-friendly design, and all links working properly.
- **Above All, Inspire:** Ensuring the design motivates and engages the audience.

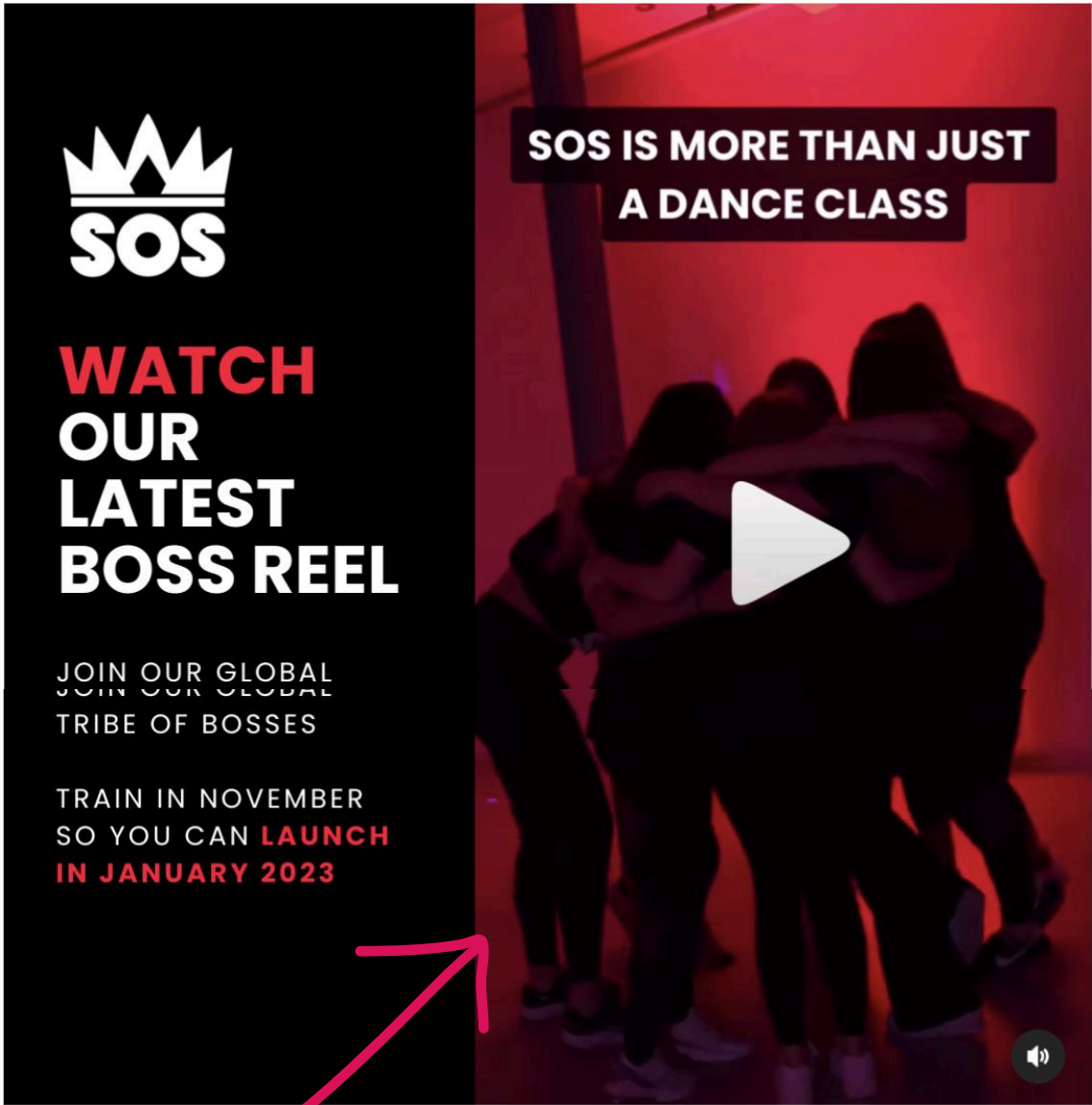
Very blocky

Hard to scan

Text in images is hard for readability



Logo is too large



Lacks inspiration

What is the main CTA?

To much body copy

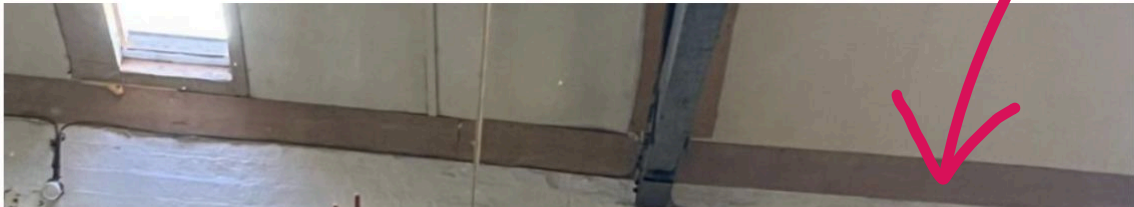
BECOME AN SOS INSTRUCTOR AND LAUNCH YOUR OWN CLASSES IN JANUARY 2023 🚀

SOS is more than just a dance class 🧘

It's a place where you create a safe space for women, building your very own SOS community teaching incredible routines created by our A-list dance team. PLUS, increase your income at the same time doing what you love! 🧘

January is the most popular time of year for Queens to be searching for new classes to make them feel amazing, so this is the perfect time to start.

HERE'S WHAT OUR NEW BOSS ABBY SAYS!

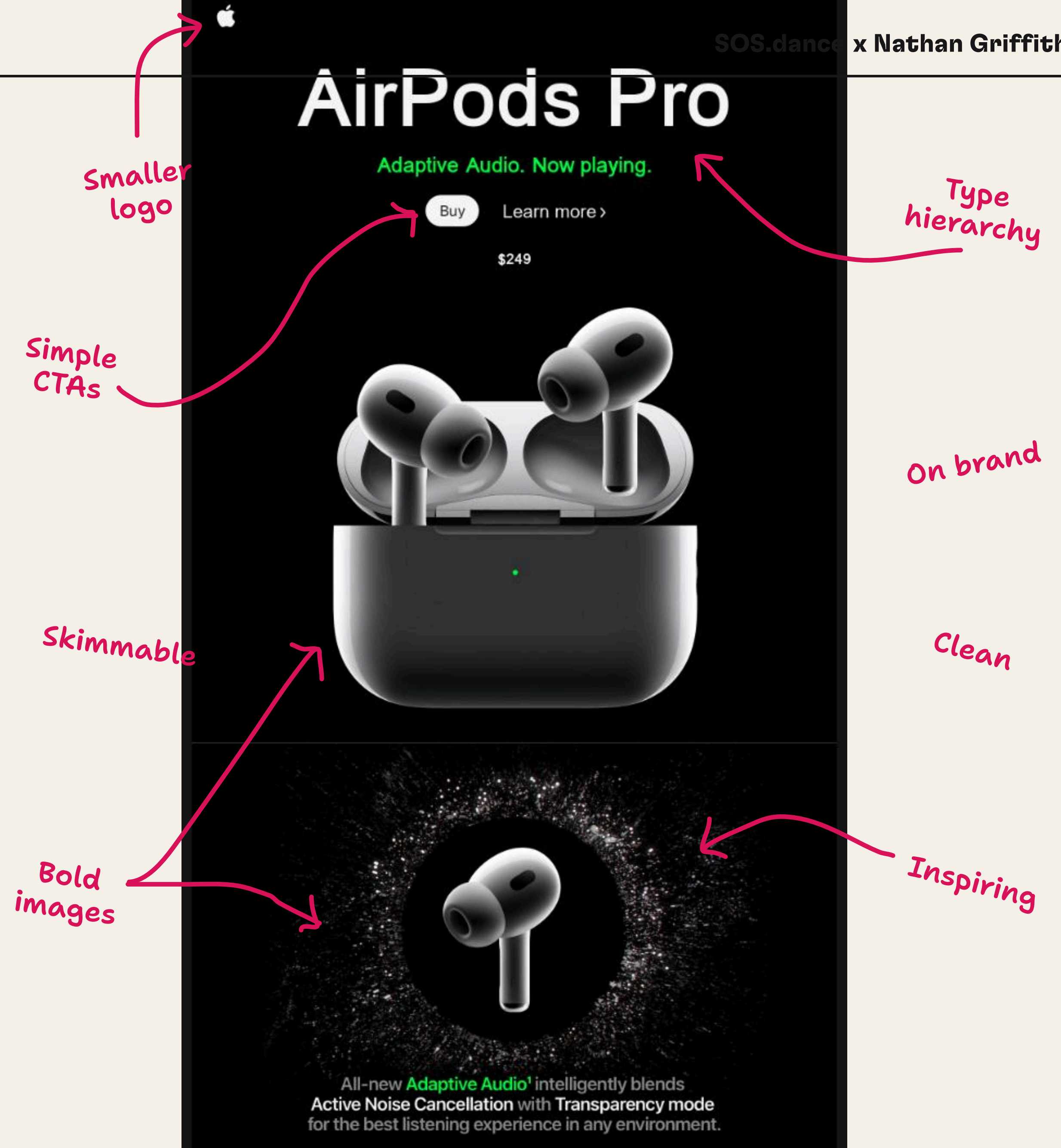


CTA is far too low

# Inspiration Evolution (Mood Board)

I like to visually explore and evolve the creative direction, gathering inspiration from various sources beyond the industry.

- **Inspiration:** Reviewing other emails helps gather ideas and understand what works well.
- **Client and Stakeholder Engagement:** Allows for more effective presentation of concepts.
- **Apple's Approach:**
  - Delivers a clear, easy-to-scan message.
  - Uses large imagery to communicate more effectively than words.
  - Features a smooth, uncluttered flow that enhances overall appeal.



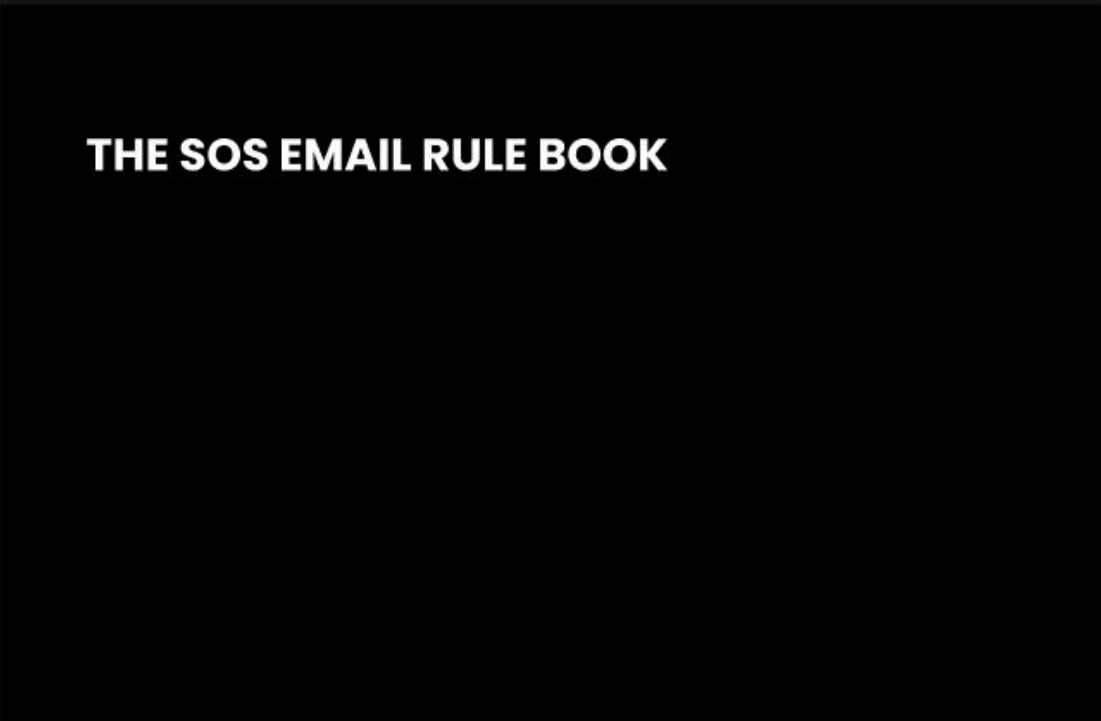


# Design & Test

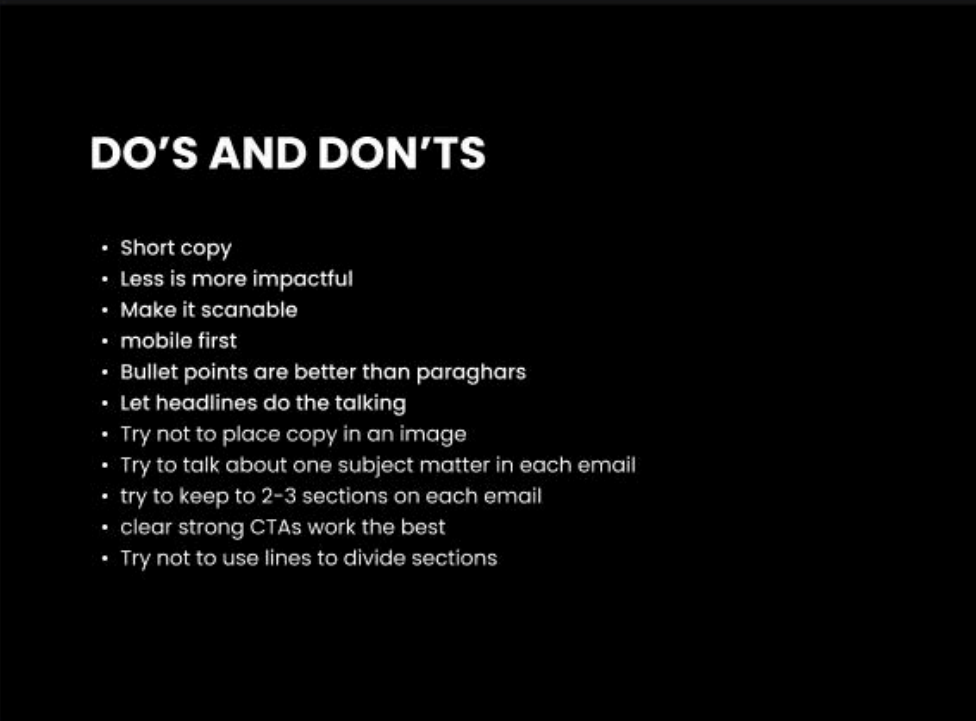
## Bringing it all together

I believe Lean UX is a great fit for email content design. It allows for quick deployment of emails, with the flexibility to improve over time using A/B testing and similar methods. However, the key to this process is getting the emails in front of the users to gather their feedback. Collaborating with stakeholders and clients throughout this process ensures we align the design with their needs and preferences.

MacBook Air - 1



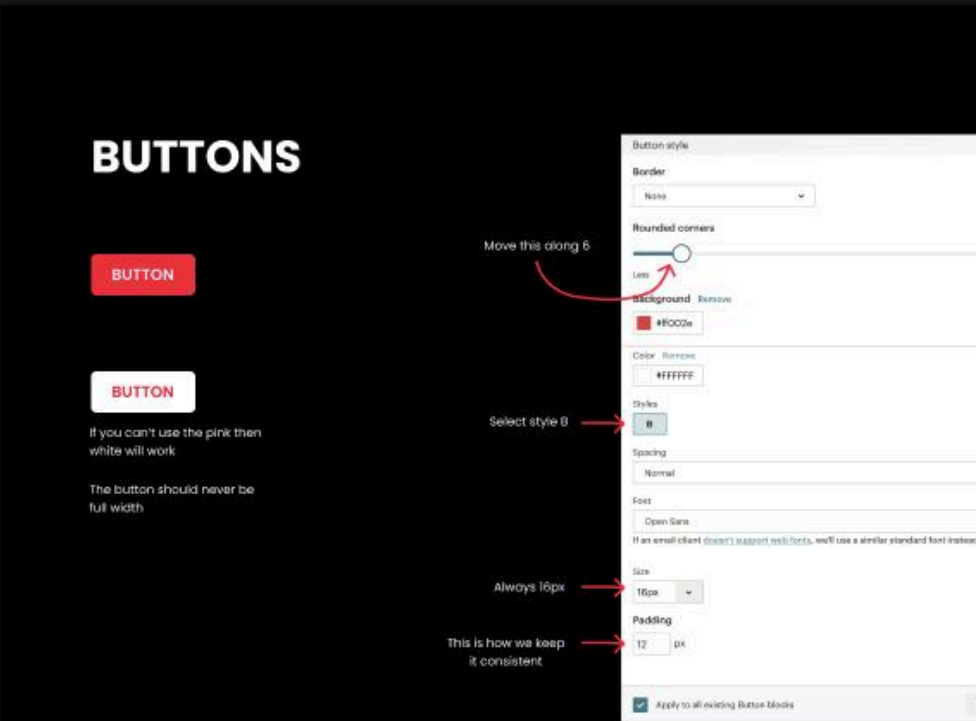
MacBook Air - 4



MacBook Air - 2



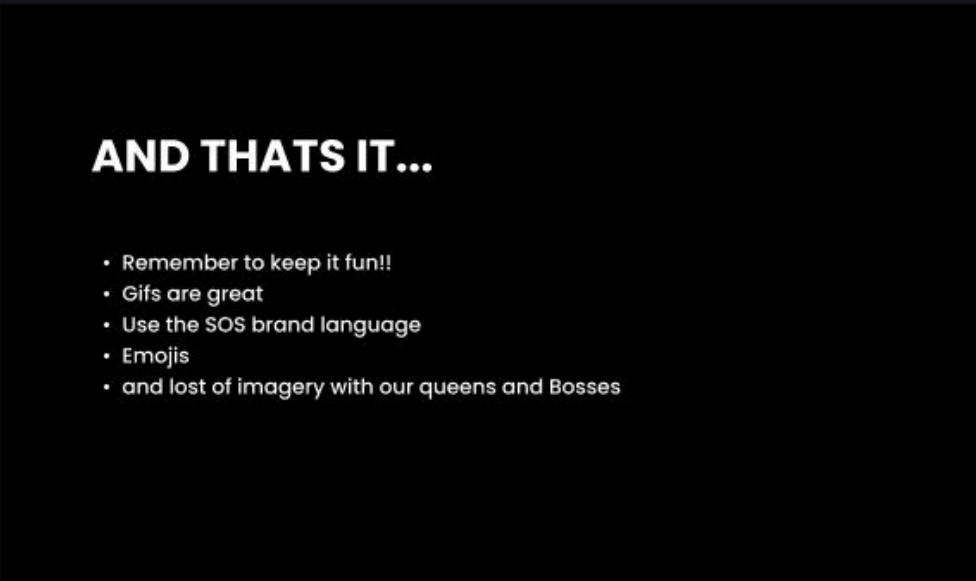
MacBook Air - 6



MacBook Air - 3



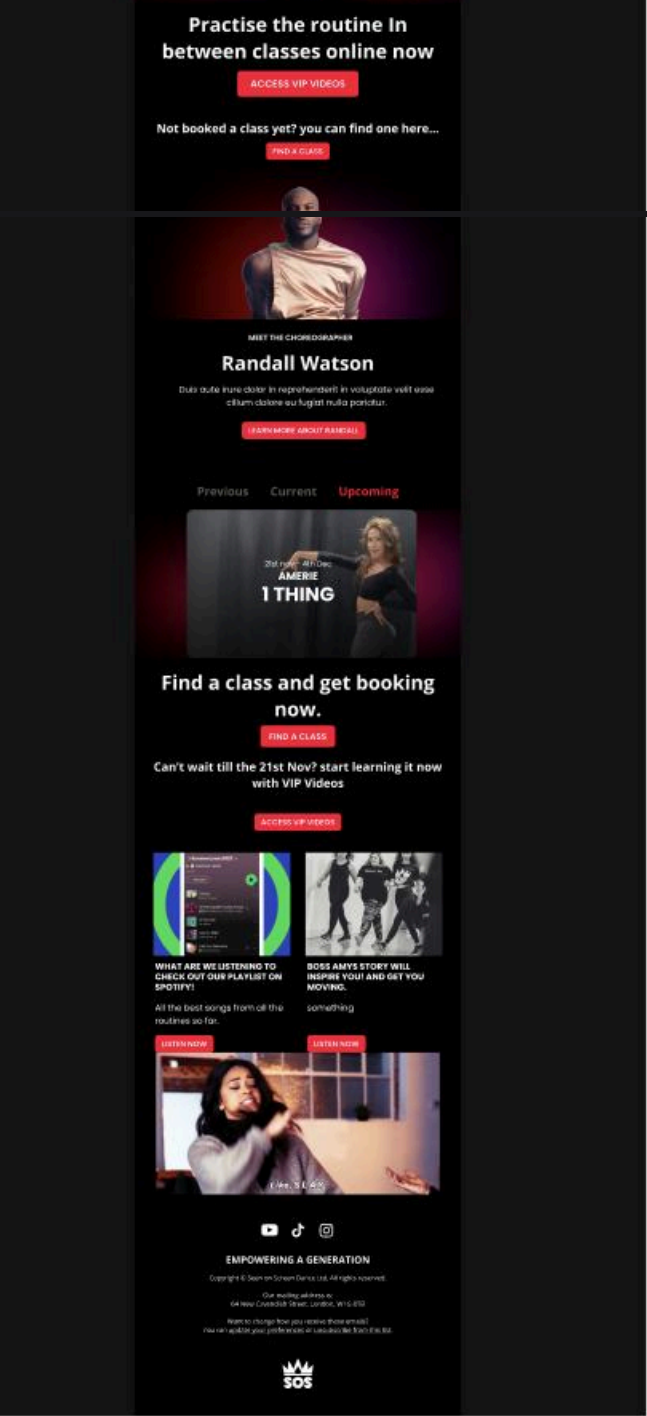
MacBook Air - 7



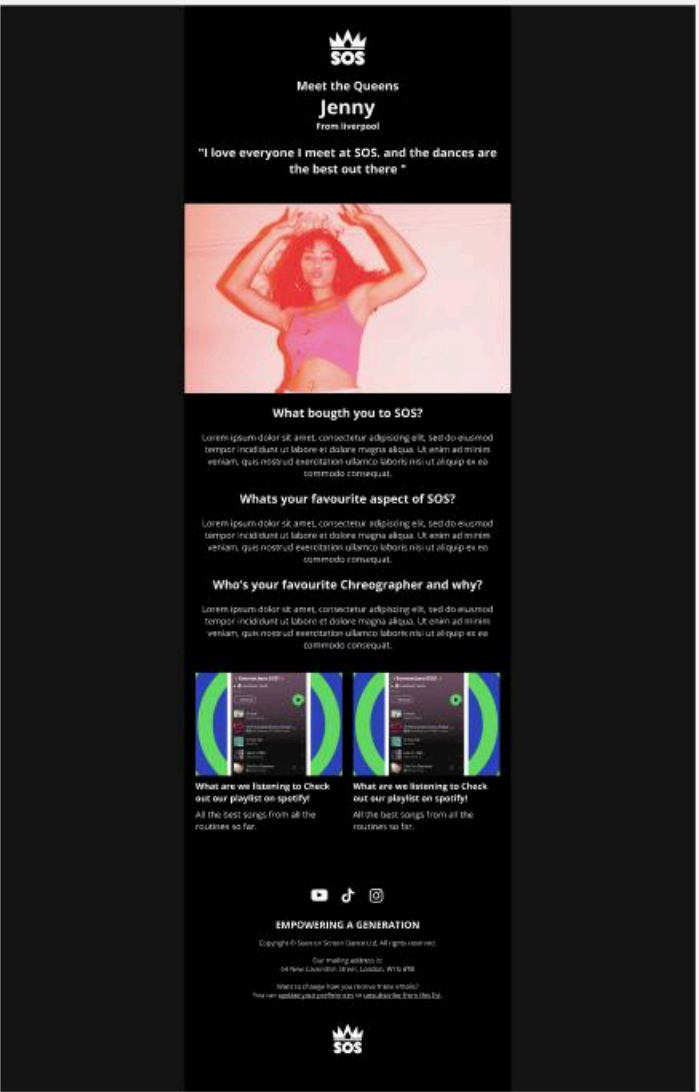


# Templates created

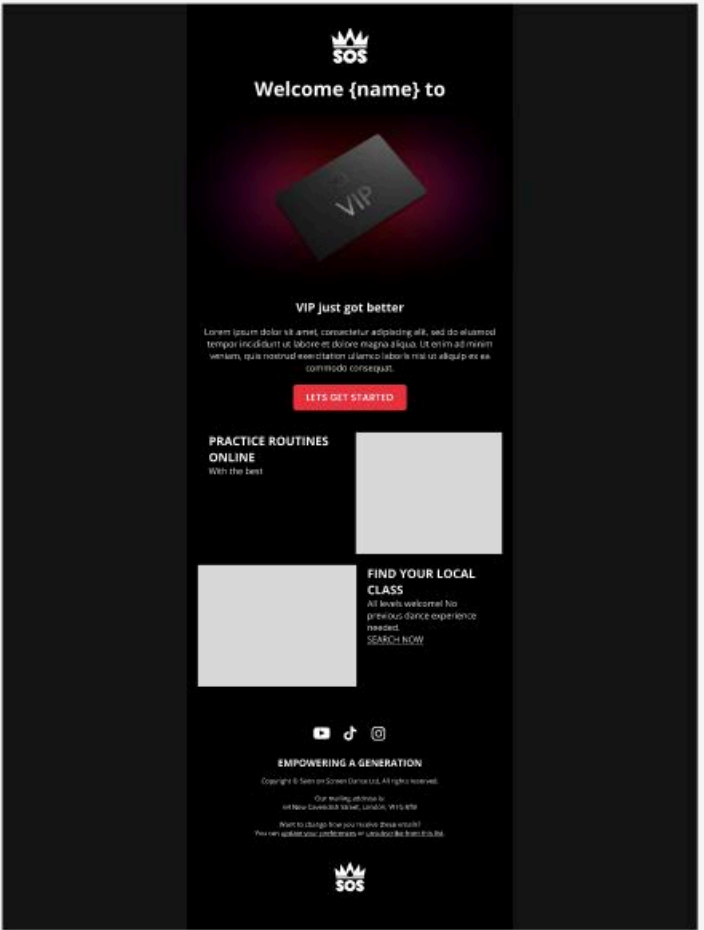
We created 12 email templates, each tailored to different stages of the customer journey, allowing us to deliver targeted messages at the most relevant moments. By aligning the content with where customers are in their journey, we ensured more meaningful and personalised communication. Built in Mailchimp, the no-code solution made it easy to implement automation rules and set up for future optimisation.



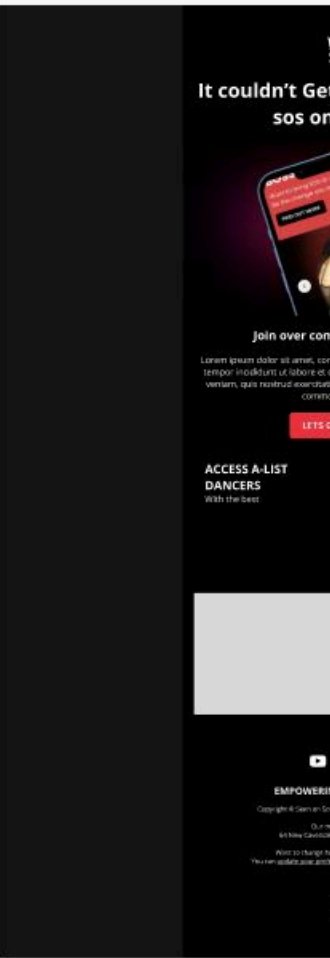
Queen story / community



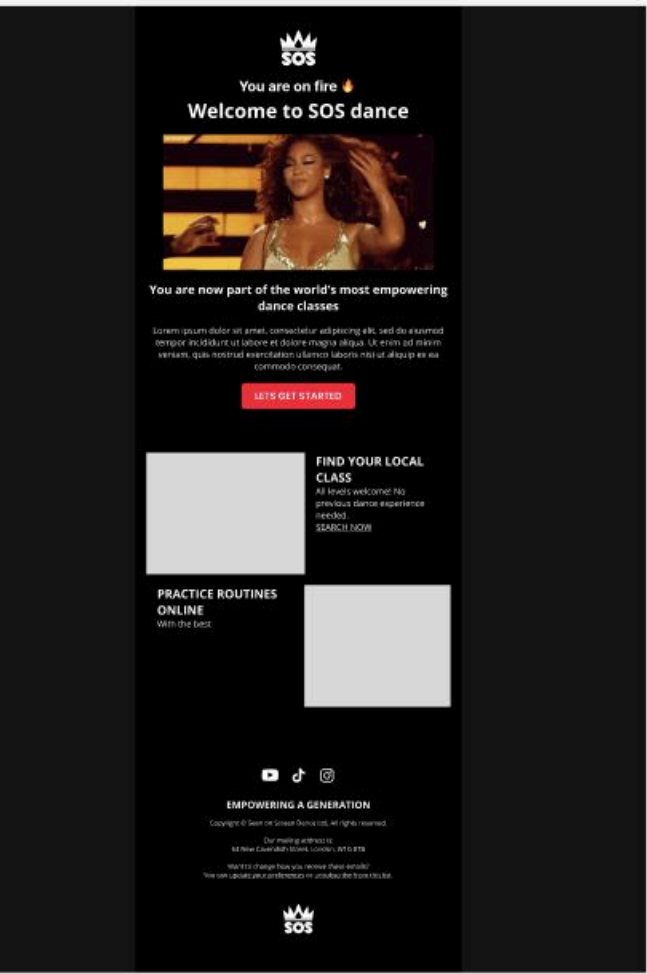
Welcome to VIP (automated email)



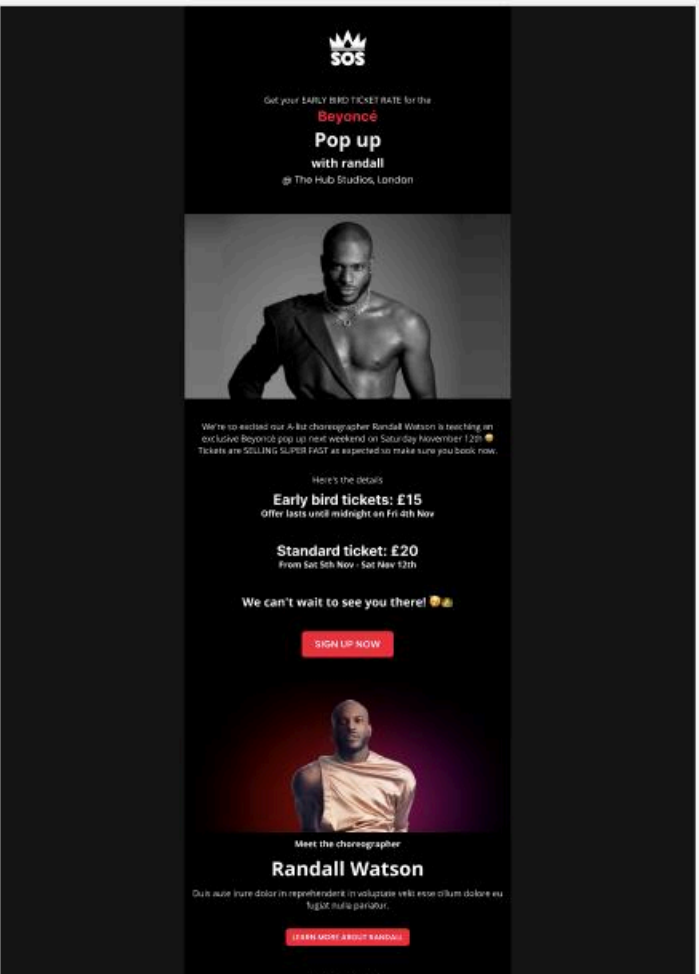
About SOS



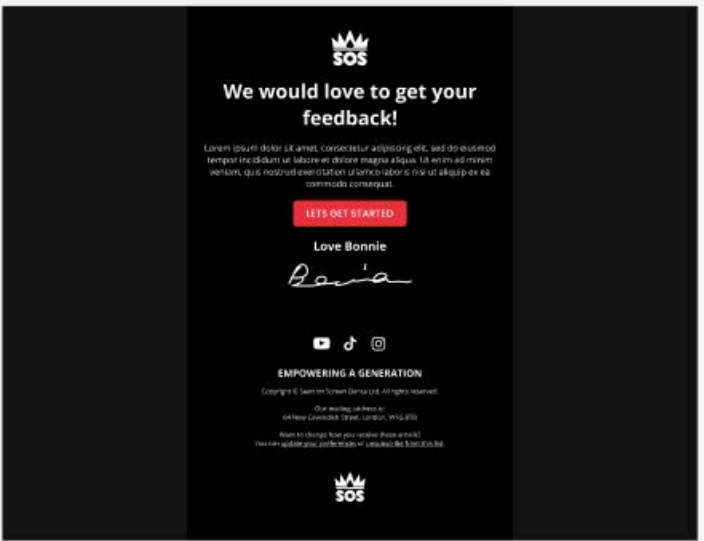
Welcome to SOS (automates email)



Pop-Up Events



Survey feedback



BOSS stories



# New Template designed

## Template Design for Routine Drop Notifications

- **Goal:** Inform users when a new routine drops, encouraging them to book or watch.
- **Core Message:** Placed above the fold with additional details below.
- **Brand Alignment:** Ensured design consistency with the brand.
- **Copy Hierarchy:** Clear structure for improved readability.
- **Video Format:** Used a GIF for engagement.
- **Guideline Document:** Created for future design consistency.

Styled type

Reduced text

Aligned to the brand

Gif Animation for inspiration

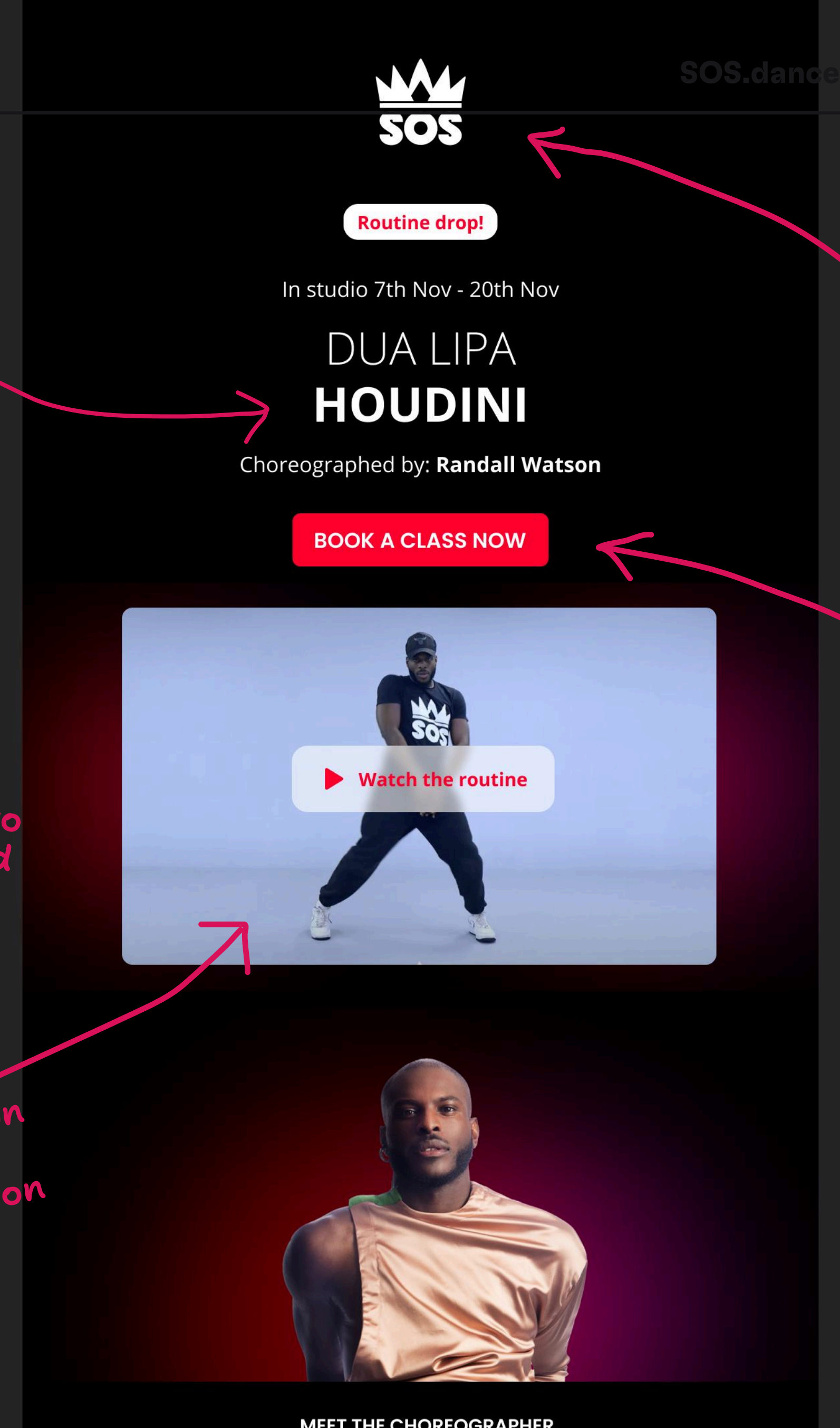
Smaller Logo

Better use of negative space

Clear CTA

Simple colour scheme

Exciting content





# Face-to-face user testing

## Process Overview:

We arranged 6 face-to-face meetings with Queens (pupils) to gain a deeper understanding of their reactions to the designs.

## Key Insights:

- **First Impressions:** Focused on capturing the initial emotional response. How did the design make them feel? This was crucial for aligning with the brand's values.
- **Content:** Did they find the content engaging? Was it clear and easy to understand? Did the content meet their expectations for the email template?
- **Suggestions for Improvement:** What changes would they like to see? Were there any elements missing that they would expect to be included?

Love the animation really want to find out more and watch the preview

Its so fresh! I love the colours it really reflects the classes. I love the community articles at the bottom

Yeah Its simple to understand. Its a new routine and its in studio on the 7th which is 2 weeks away

Great If I could understand more about where to book and how much it is?

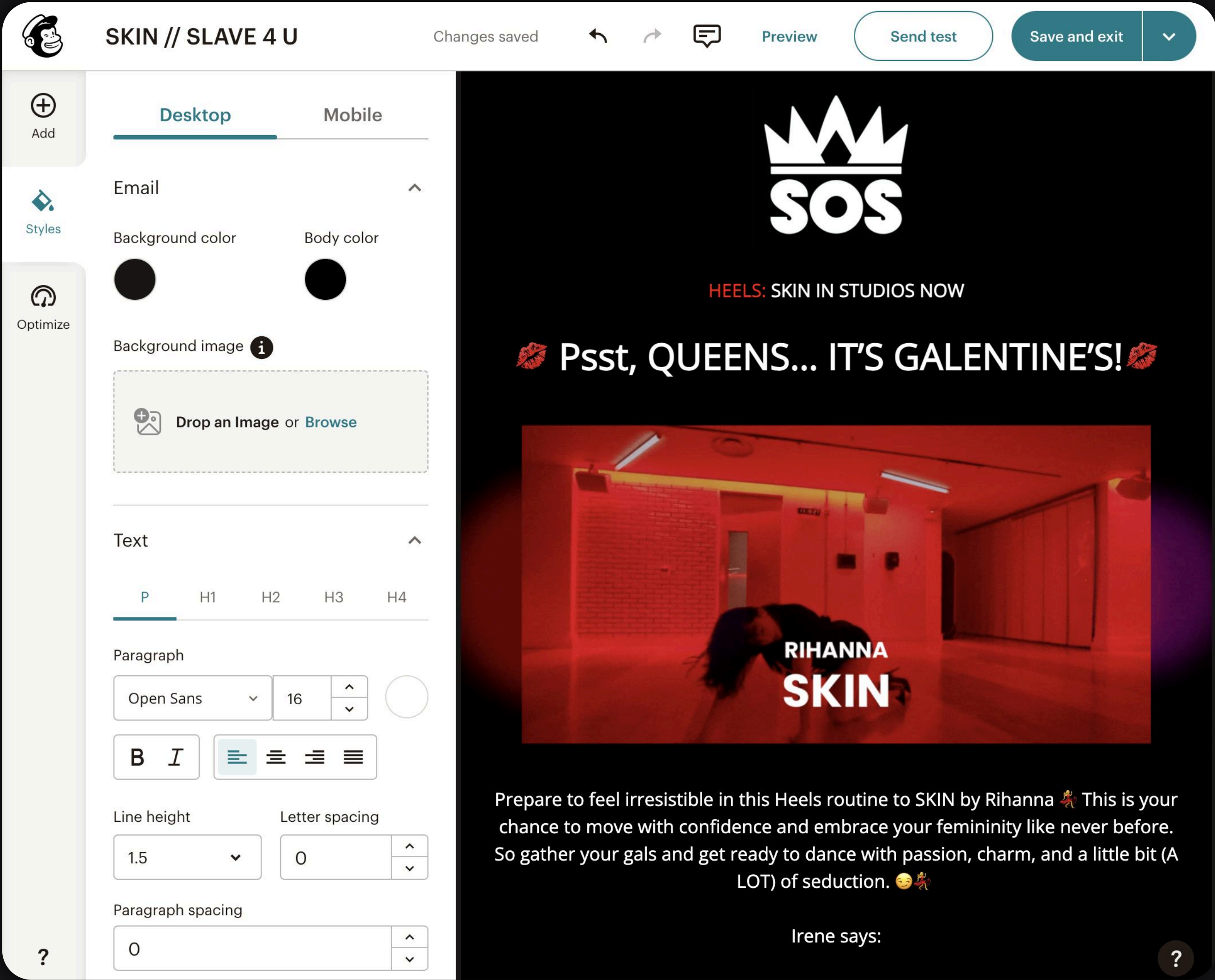
Be nice if I could sign up to notifications for when my BOSS teaches this in class

# Build

Process Overview: We built the templates in Mailchimp using their open builder, which gave us complete control over the design. This enabled us to replicate the intended design seamlessly without compromising the overall aesthetic. We were able to introduce custom elements and ensure consistency throughout all templates.

Benefits of Using Mailchimp's Open Builder:

- Full Control: Allowed us to replicate the design while maintaining the overall feel.
- Flexibility: Enabled the introduction of custom elements to enhance the design.
- Consistency: Helped maintain a consistent look across all templates.





## Result and Lesson Learnt

After the first couple of months, we noticed an improvement in the click rate and a decrease in the unsubscribe rate, although they were still below the industry average.

### Next Steps:

- **Reduce Copy:** The amount of copy in the emails had started to increase by the third email, so we focused on simplifying the content to improve readability and engagement.
- **Improve User Flows:** We worked on optimising the user flow from the email to the platform to ensure a seamless experience and encourage higher interaction.

36.7%↑

open rate

0.36%↓

Unsubscribe Rate

4.6%↑

Click rate

*The data was taken from the key email template "Routine Drop," based on the first three emails sent over a 1.5-month period. On average, 7,680 emails were delivered per send.*