

EMAIL MARKETING PORTFOLIO

Gamewatchers / Porini Safaris

Lead magnet, nurture sequence and promotional email marketing

Using useful content to turn safari interest into measurable engagement.

THE BRIEF	Develop an email-led lead-generation and nurture journey for prospective Kenya safari customers, beginning with a free guide and continuing with useful and promotional follow-up.
MY ROLE	Lead magnet proposition, opt-in messaging, email sequence strategy and copywriting.
AUDIENCE	Prospective safari travellers researching a Kenya wildlife holiday.
APPROACH	Lead with a useful decision-making guide, then nurture interest through inspiration, destination and camp content before moving towards specific safari offers.

RESULT / EVIDENCE

The campaign emails shown in the supplied results recorded open rates from 38.4% to 47.6%, with click rates from 4.6% to 17.4%. A separate campaign summary graphic records a 49.3% open rate and 10.3% click rate.

PORTFOLIO NOTE

This PDF contains selected extracts from a larger email marketing project. The extracts have been chosen to demonstrate the approach, structure and style of the copy without reproducing the complete project.

01 / EMAIL COPY SAMPLE

From guide download to safari inspiration

The sequence starts with the promised guide, then keeps the prospect engaged with useful and inspirational content.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Your Free Guide To Choosing The Best Safari

Inspiration for your Safari Adventure

Join us for a tour around Porini Safari Camps!

Escape into the Wilds of Africa!

How to Book the Best Safari Experience

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

The copy is shown separately from the portfolio commentary so the original campaign writing is immediately identifiable.

02 / EMAIL COPY SAMPLE

Promotional email copy

Once interest has been nurtured, promotional emails can make a specific safari offer feel like a natural next step.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Subject: Our new Kenya safari that is proving the most popular of all

Dear Richard

Here are details of a wonderful safari available at a bargain price and combining stays at our small eco-friendly safari camps in some exclusive wildlife conservancies:

Paka Kubwa Safari ... an 8 day fly-in safari for just \$2895!

Our new special offer brings unbeatable value: a fly-in Kenya safari for just \$2895 per person all-inclusive for 7 nights / 8 days at our Porini Camps.

Paka Kubwa means 'Big Cat' in Swahili and this tour gives you an excellent chance of seeing all the big cats plus much more.

END OF COPY EXTRACT

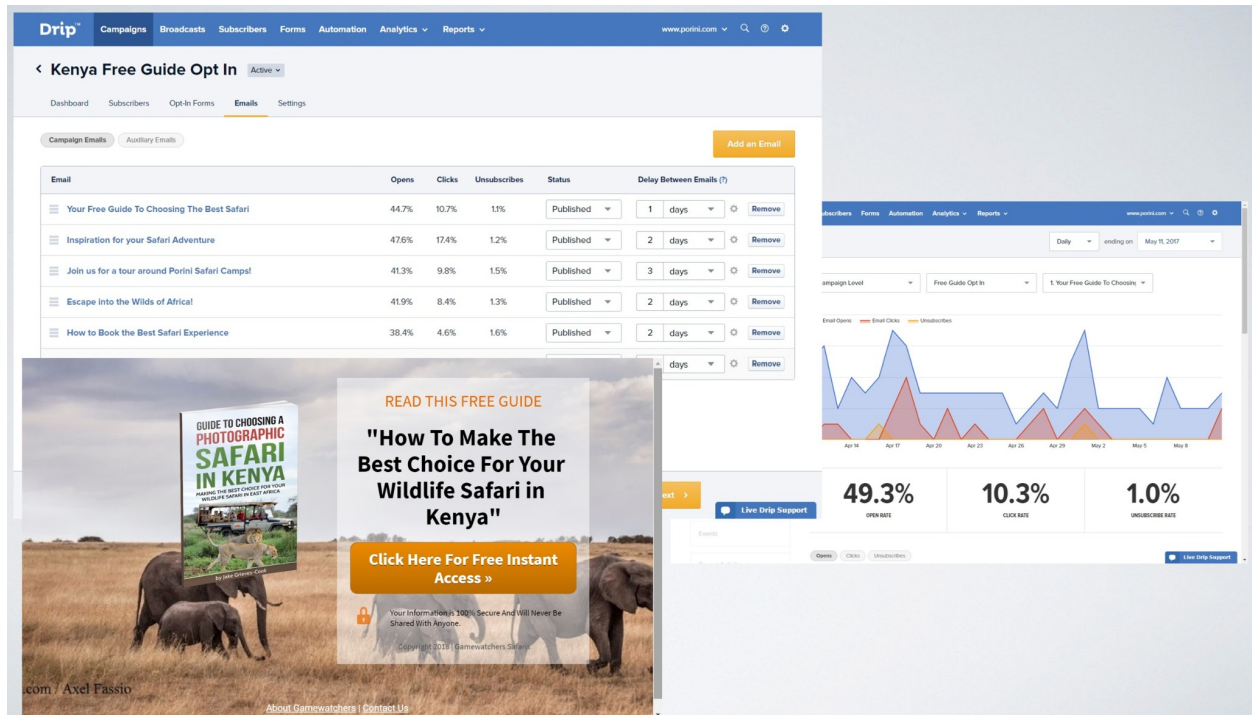
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03 / CAMPAIGN RESULTS

Measured engagement from the email campaign

The supplied campaign-results graphic is reproduced below as evidence of the email performance.

**RESULTS HIGHLIGHT**

49.3% open rate · 10.3% click rate · 1.0% unsubscribe rate