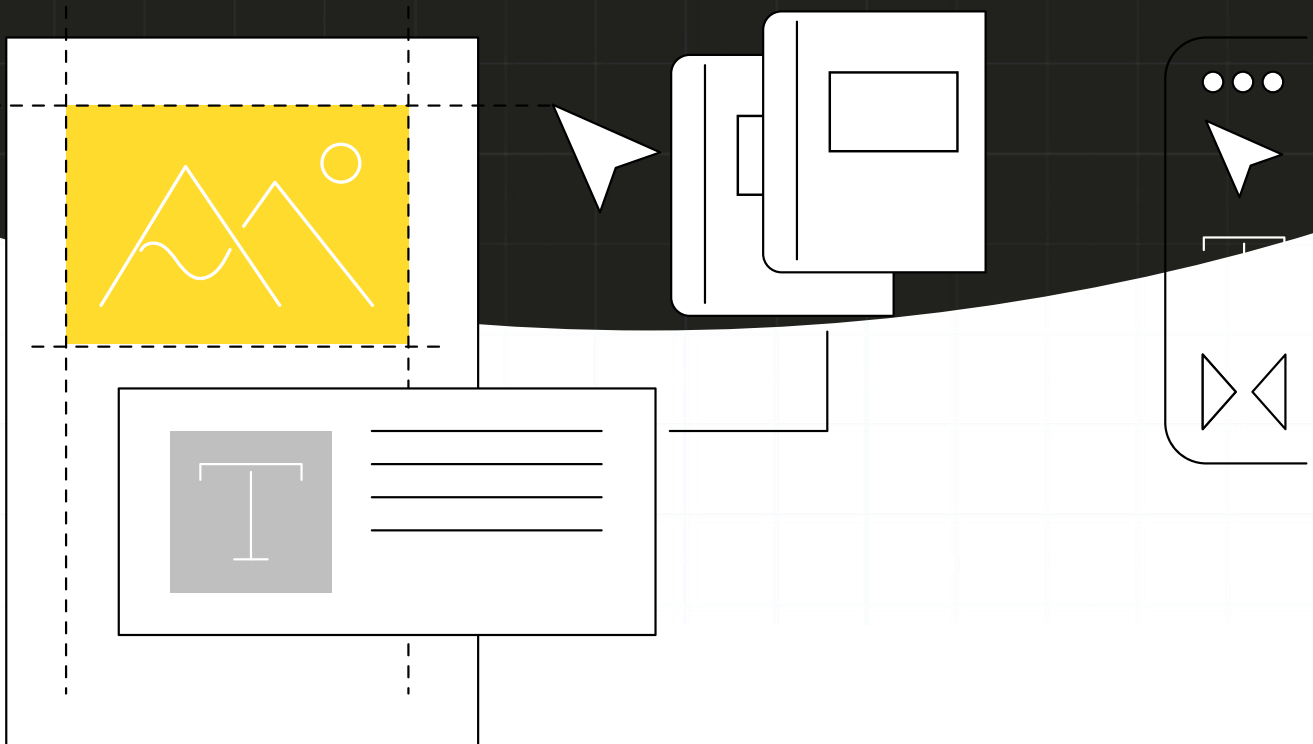




# MAVLERS'

## 6 STEP EMAIL MARKETING PLAYBOOK

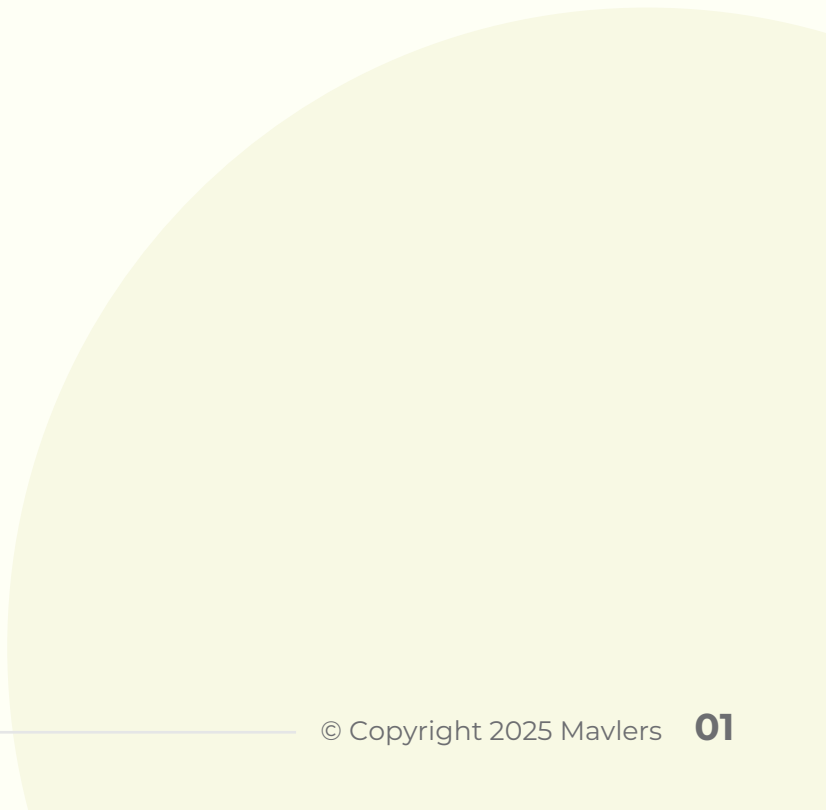
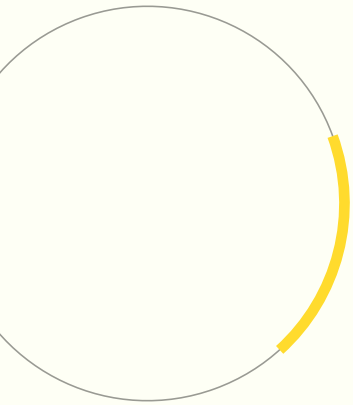
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# INTRODUCTION

Crafted from years of hands-on experience, **Mavlers' 6-Step Email Marketing Playbook** is a proprietary framework to drive smarter CRM and automation. It streamlines strategy, execution, and optimization into one cohesive process. Whether you need full-service support or help with specific parts, it adapts to fit your goals.



# Step 1:

# Discovery

CRMs have immense potential, and there is a possibility that you're leaving money on the table without even realizing it. We thus kick off with the 'Discovery phase' to find out the hidden opportunities and set the stage for CRM success.

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## 1. Assessing your current email marketing landscape

We conduct a thorough evaluation of your existing email marketing ecosystem—clarifying your goals (nurturing, retention, upselling), reviewing campaign performance, evaluating segmentation and personalization efforts, and analyzing how effectively your marketing automation platform is integrated and utilized.

## 2. Understanding your needs

We work closely with your team to get a crystal-clear understanding of:

- The pain points you're facing with your current CRM and email marketing setup
- What success looks like for your business—short-term wins and long-term outcomes
- The solution you are seeking from a partnership with us

## 3. MAP evaluation

If you are already using a platform, we'll review its current state - how it is being used (or not used). If you are contemplating a platform, we will determine if it's the right fit for your needs or if another platform might better support your goals.

## 4. Review

Based on the needs assessment, we perform a two-pronged review:

- **Email marketing review** of strategy, content, deliverability, and performance metrics
- **MAP capability review** of current or intended marketing automation platform

# Step 2:

# Collaboration

With key insights from the discovery phase in hand, we move into a collaborative working session to align on the way forward.

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## 1. Growth-focused strategy brainstorming

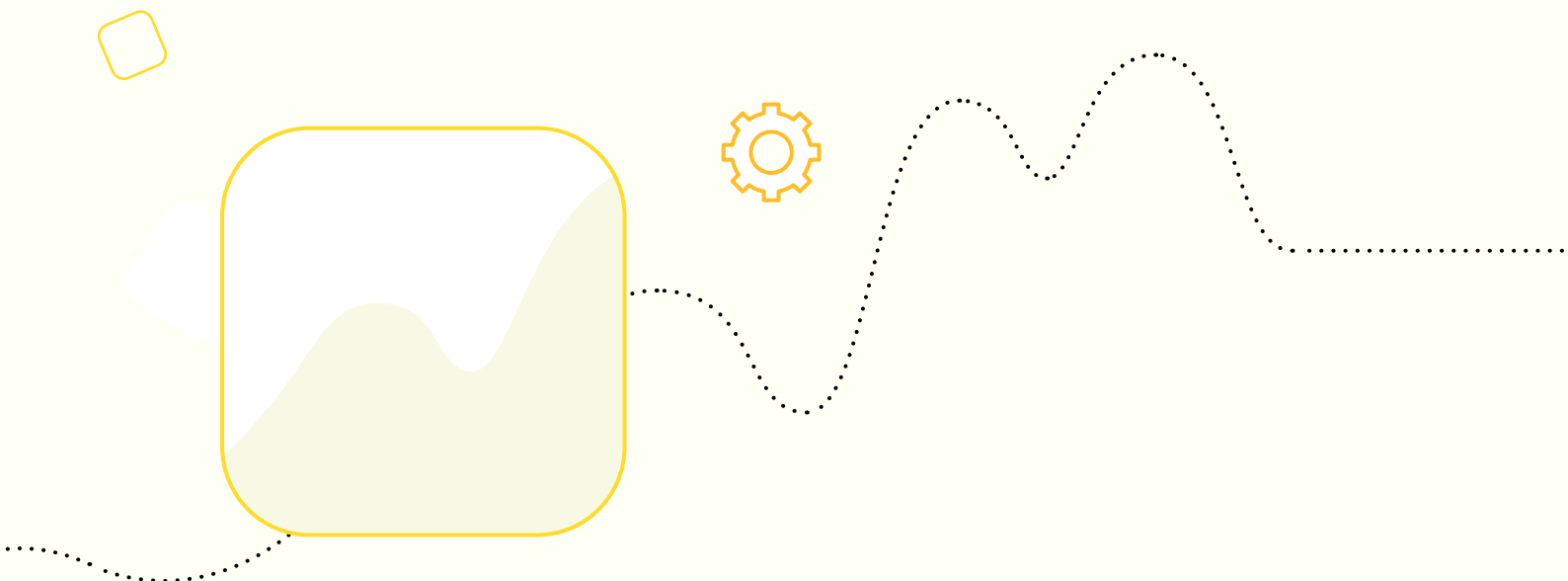
We present our findings and recommendations, then come together to shape a strategic roadmap tailored for the next 6–12 months. Your business goals, growth vision, and internal priorities take center stage as we co-develop a plan that's both ambitious and achievable.

## 2. Collaborative decision-making

This is where ideas become action. Together, we'll define the strategies to implement—be it advanced segmentation, customer journey mapping, automation workflows, or campaign revamps. Each decision is backed by data and grounded in your desired outcomes.

## 3. Timeline commitment

We outline clear phases, milestones, and responsibilities together. By locking in a realistic and transparent timeline, we ensure everyone is aligned and accountable from day one.



# Step 3:

# Audience analysis

Understanding your audience is the key to getting better engagement, higher conversions, and long-term loyalty. Keeping this in mind, we now dive deep into your audience data to build a smarter, more targeted communication strategy.

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## 1. Current audience analysis

We start by analyzing your existing contact database to understand:

- The total size and health of your list
- List growth rate and list acquisition sources
- Opportunities for expansion
- Data structuring - is it effective enough

This step helps us identify quick wins and longer-term opportunities to strengthen your database.

## 2. Data integration

Siloed data leads to missed insights. We'll connect the dots by integrating data from all relevant touchpoints—your website, CRM, social media channels, lead forms, and third-party tools—into one centralized view. This ensures consistency, eliminates duplication, and enables smarter segmentation.

## 3. Data segmentation

We'll segment your audience based on behavior, preferences, and interactions to ensure personalized, relevant messaging across all channels - Email, SMS, in-app, ensuring every communication feels timely, relevant, and personal.

Next, we segment your audience based on:

- Behavioral data (e.g., email opens, click-throughs, past purchases)
- Demographics and preferences
- Lifecycle stages and engagement levels

# Step 4: Campaign management

Consistent, coordinated messaging across channels is key to capturing attention and driving conversions. In this stage, we take your campaigns from fragmented to fully aligned.

## 1. Multi-channel campaigns

We plan and launch integrated campaigns across Email, SMS, WhatsApp, and In-App messaging—ensuring that each touchpoint reinforces your core message. This holistic approach boosts reach and enhances the user experience across the customer journey.

## 2. Dynamic personalization & segmentation

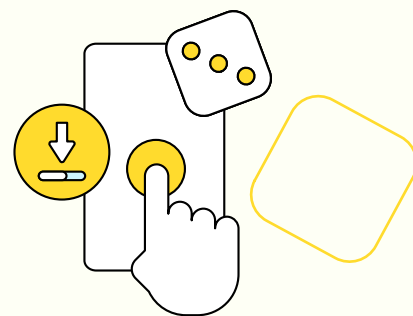
One-size-fits-all is a thing of the past. Real-time data and behavior-driven segmentation power our campaigns to deliver personalized content that resonates with each audience group. From product recommendations to triggered messages, every interaction is tailored.

## 3. Design & development

Backed by a team of 150+ email developers and over 12 years of industry experience, we craft high-performing email templates that are on-brand, mobile-responsive, and built for scale. We ensure efficient deployment without compromising quality or speed.

## 4. Tailored content across channels

We'll develop a centralized content calendar that plays to the strengths of each channel—eye-catching visuals for email, quick updates via SMS, timely nudges through WhatsApp, and contextual prompts in your app. The result? Seamless, channel-aware storytelling that drives action.



# Step 5:

# Automation

Manual execution can't keep up with today's fast-paced, data-driven customer journeys. That's where automation comes in—ensuring your messages are timely, relevant, and effective.

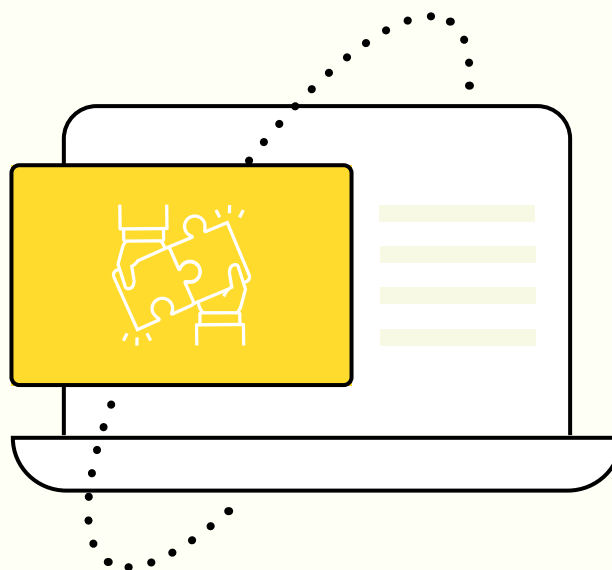
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## 1. Trigger-based engagement

We set up automated flows that respond instantly to customer actions—whether it's a strategically timed welcome email series after sign-up, a cart abandonment reminder series, or a post-purchase thank-you. These real-time triggers boost engagement and guide users through the funnel without missing a beat.

## 2. Contextual personalization

Beyond just using a name in the subject line, we craft personalized messages that reflect each customer's behavior, preferences, and stage in the journey. Whether product recommendations, reactivation nudges, or loyalty rewards, every message will feel like it was made just for them.



# Step 6:

# Reporting & analysis

Data without direction is just noise. That's why we turn analytics into actionable insights—fueling smarter decisions and better outcomes over time.

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## 1. Comprehensive cross-channel analytics

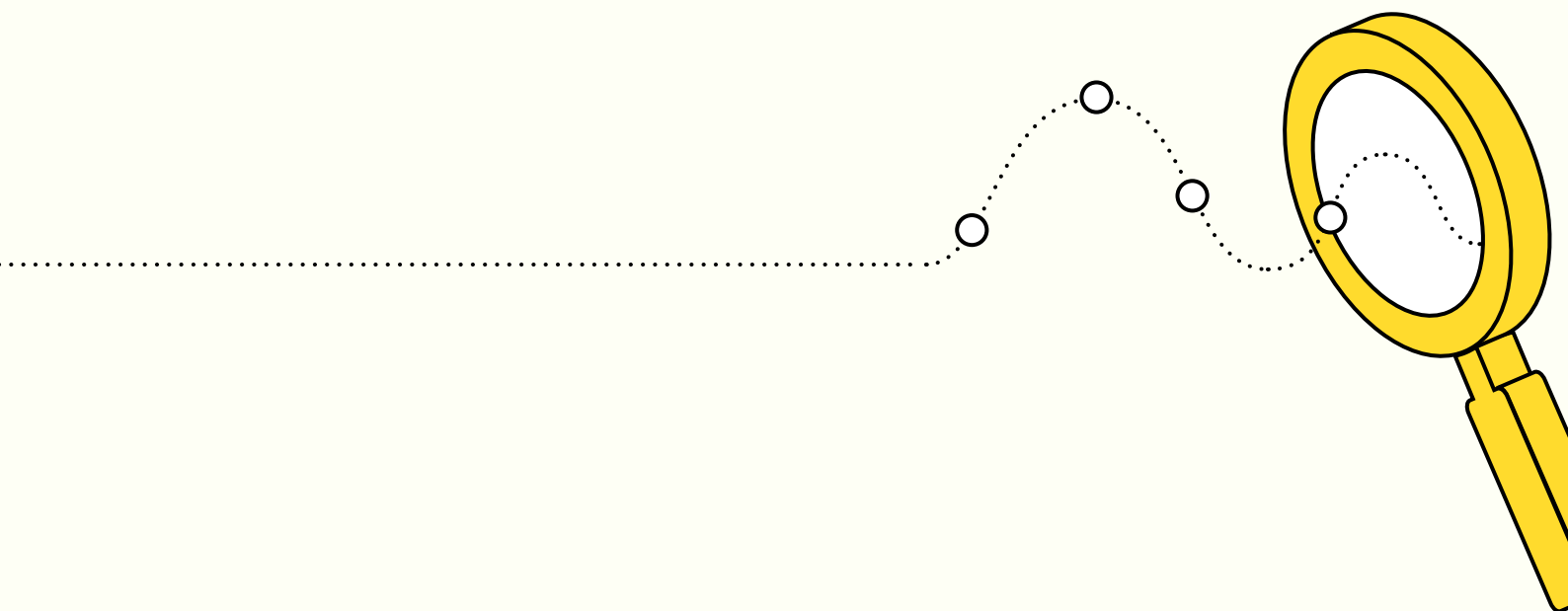
We track and measure key performance indicators across all your active channels—Email, SMS, WhatsApp, and In-App. From open and click-through rates to conversion metrics and engagement patterns, you'll gain a clear understanding of what's working and where there's room to grow.

## 2. Integrated performance reporting

Our reports are more than just numbers—they're a narrative. We provide a unified view of your campaign performance, showing how each channel contributes to your overall marketing goals. This clarity helps to connect the dots and see the bigger picture.

## 3. Continuous optimization

We don't just report—we refine. By regularly analyzing trends and identifying opportunities, we iterate and improve your strategy to keep up with changing audience behavior and maximize ROI. At the heart of our 6-step process is one goal—helping you make the most of your CRM. From discovery to optimization, each step is designed to align with your business goals, enhance customer engagement, and drive measurable growth.





# Managed model

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While our 6-step CRM framework lays the foundation for success, what truly drives results is how well it's executed. That's where our **managed model** comes in.

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## Here's how the managed model works:



**Hands-on execution by experts:** Every part of your CRM strategy is implemented by seasoned professionals who know the tools, platforms, and best practices inside out.



**Scalable, ongoing support:** You're not limited to a small team—you get the strength and flexibility of a 150+ strong email workforce.



**Reliable, results-driven partnership:** With open communication, proactive problem-solving, and a money-back guarantee, we're committed to ensuring you see real, measurable impact.



## Get in touch

Write to [contact@mavlers.com](mailto:contact@mavlers.com)

US : +1 213 674 6665 | UK : +44 20 3286 7410 | AUS : +61 08 7200 6665

or visit [www.mavlers.com](http://www.mavlers.com) for more information



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