

Email Marketing Calendar Template Example



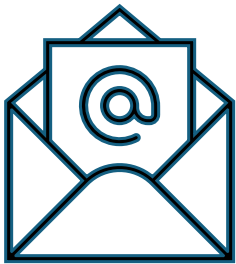
Week of: April 20-26, 20XX

Owner: Carmen Robertson, Email Campaign Manager

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Send Date	20-Apr	21-Apr	22-Apr	23-Apr	24-Apr	25-Apr	26-Apr
Campaign Name	Weekly Roundup	Earth Day Promo	Onboarding Step 3	Midweek Feature Alert	Reconnect Campaign	Weekend Deals Blast	
Audience Segment	All Subscribers	Eco-Conscious	New Signups	Existing Users	Dormant Users	Promo Segment	
Subject Line	“Here's What's New This Week”	“Green Deals for Earth Day 🌱”	“Ready to Explore More Features?”	“New Tools Now Available!”	“Haven't Heard From You In Awhile”	“Your Weekend Savings Are Here!”	
Email Type	Newsletter	Promotional	Automated Flow	Product Update	Re-Engagement	Promotional	
Owner	Carmen Robertson	Devon Gomez	Carmen Robertson	Brian Gorman	Alexandra Mattson	Aviv Perez	
Status	Scheduled	Drafting	Sent	Scheduled	In Review	Scheduled	
Open Rate Goal	26%	21%	29%	23%	19%	25%	
CTR Goal	4.5%	3.8%	5.7%	4.9%	3.2%	4.7%	

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Audience Segment							
Subject Line							
Email Type							
Owner							
Status							
Open Rate Goal							
CTR Goal							

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