

PCMA Email Campaign Examples

Member Lifecycle Marketing for Engagement & Retention

1. Lapsed PCMA Member Audit:

I conducted an audit of the lapsed member email flow, identifying that early subject lines were not compelling enough and that the discount offer should be moved earlier in the sequence; I recommended a revised funnel with clearer, audience-specific messaging for planners and suppliers to improve engagement and renewal rates.

2. Lapsed Member Email Drip Campaign:

I developed a segmented lapsed member email drip campaign with six tailored emails, ensuring personalized messaging for Suppliers and Planners while optimizing engagement through targeted content and strategic sequencing.

[This document](#) contains the following email segments:

1. **Email #1, V1 - Supplier**
2. **Email #2, V2 - Supplier**
3. **Email #1, V1 - Planner**
4. **Email #2, V2 - Planner**
5. **Email #1 – Supplier & Planner**
6. **Email #2 – Supplier & Planner**

1. Event Leadership Institute Course Offerings Email Drip:

Following PCMA's acquisition of the Event Leadership Institute (ELI), I wrote copy for an email drip campaign to educate both PCMA and ELI members about the benefits of new course offerings. This initiative included targeted announcement and last-call emails segmented by membership status to drive awareness and enrollment in key courses like the Event Accessibility Course and TMEP Course.

ELI Event Accessibility Course:

1. [Announcement Emails](#) for ELI Members, ELI Non-Members, and PCMA Members
2. [Last Call Emails for](#) ELI Members, ELI Non-Members, and PCMA Members

ELI TMEP Course

1. [Announcement Emails](#) for ELI Members, ELI Non-Members, and PCMA Members
2. [Last Call Email](#) for ELI Members, ELI Non-Members, and PCMA Members

Event Lifecycle Marketing for Attendee Engagement & Retention

1. PCMA Educon:

I wrote copy for a segmented email drip campaign for PCMA's EduCon in Montreal, encompassing general attendance marketing, targeted promotions for specific activations and speakers, and personalized outreach.

The campaign was strategically tailored based on the following factors to drive attendance, engagement, and post-event retention:

- Audience type (planners, suppliers, speakers, attendees, prospects, members vs. non-members)
- Engagement level (registered vs. non-registered, opened vs. unopened emails)
- Timing (early bird registrants, last-minute sign-ups, post-event follow-ups)
- Personalization (first-time vs. returning attendees)

[Example Email](#)

PCMA Membership Engagement & Retention

1. Weekly PCMA Member Newsletter:

I wrote compelling and informative copy for PCMA's weekly member newsletter to its 7,000 members, ensuring that content was engaging, relevant, and aligned with PCMA's voice and goals. This included crafting subject lines to drive open rates, writing clear and concise body copy that highlighted key updates, upcoming events, and member benefits, and incorporating strategic CTAs to encourage engagement. I collaborated with internal teams to ensure timely and accurate messaging and optimized content for readability and impact.

[Example Email](#)

Soundings Email Campaign Overview

I produced email copy for the following email campaigns to engage and nurture different segments of the Soundings community, including freelance event professionals, potential customers, and industry event attendees (like CEMA, IMEX, and Cvent CONNECT). Each campaign was strategically designed to increase engagement, provide valuable content, and encourage participation in various Soundings initiatives.

1. [Weekly Newsletters](#): 1 segment for all 3k+ Soundings Thrive members

2. Soundings Thrive Community Events: 3 segments – attended, not attended, pre-event outreach

3. Industry Events: 3 segments – potential attendees, people the team met on site, people the team missed on site but attended the event

4. Product Email Drips: 3 segments – potential customers, current customers, community members