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# E-mail campaign templates by sector: what to send in retail, health, education, events and more

SEO & Marketing

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# E-mail campaign templates by sector: what to send in retail, health, education, events and more

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**The short answer:** E-mail Marketing comes with **templates by sector**: restaurants, retail, services, education, health, events, real estate and technology. A template gives you the structure; what makes it yours is the news, the offer and the photo. Templates come in your account's language.

## What tends to work in each sector

| Sector | Campaign ideas |
|---|---|
| **Restaurants** | Dish of the week, a menu for a special date, bookings for an event, new opening hours. |
| **Retail** | New stock in, the season's promotion, a discount just for the list. |
| **Services** | A useful tip from your trade, a new service, a reminder of regular maintenance. |
| **Education** | Enrolment open, the term calendar, a new course, the parents' meeting. |
| **Health** | Prevention campaigns, opening hours, a new speciality. Never anyone's health data in the e-mail. |
| **Events** | The invitation, the reminder close to the date and the thank-you with photos afterwards. |
| **Real estate** | New properties in an area, an open viewing, advice for first-time buyers. |
| **Technology** | Product news, a short tutorial, a heads-up about a new feature. |

## Adapting a template

1. **Pick your sector's template** and swap the header for your logo.

2 **Rewrite the text** with the concrete news, or ask the AI for a proposal. See **asking the AI**.

3 **Use your own photo.** A stock image the customer has seen elsewhere costs you credibility.

4 **Point the button at the right page** on your site, not the home page.

**Informative or promotional?**

A notice about opening hours or enrolment is useful to people on the list; a weekly promotion wears thin fast. Mix the two and keep to **a rhythm that does not tire people**.

**A template per sector is not a template per customer.**

If your customers are very different, use **segments** and one campaign per group.

RECOMMENDED

Want to send e-mail campaigns to your customers? Tell us how many e-mails you send a month and we will prepare a proposal.

Talk to us →

SEE ALSO

- **Letting the AI propose an e-mail campaign: subject and blocks from a short description**
- **Building an e-mail campaign block by block: header, text, image, button, divider and footer**
- **E-mail campaign segments: sending only to the customers of a city or a product**
- **How often to send a newsletter, and on which day: regularity without tiring your list**

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## MozOut Mozambique

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| | |
|---|---|
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| OPENING HOURS | Monday to Friday - 08 AM to 04 PM<br>Saturday & Sunday - Closed |

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