Assignment: Sunny Daze Spa & Wellness Marketing Campaign

Objective:

You are the marketing consultant for *Sunny Daze Spa & Wellness*. Your client has chosen to use both email and SMS marketing to communicate with clients. You've already helped them build their contact list and sent a welcome message. Now, your task is to create content examples that the spa can use throughout the year to help achieve their marketing objectives. Be creative, thoughtful, and adhere to best practices for each type of marketing message.

Standards:

OK3: Explain the role of promotion as a marketing function

OK2: Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

AC2: Utilize innovation and problem-solving skills to arrive at the best solution for the current situation.

Part 1: Design an Email Message

1. **Title Your Example**: Give your email campaign a catchy and creative name.
2. **Email Mock-Up**: Design a visually accurate mock-up of the email message that clients would see upon opening. Your email should include:
    a. A relevant promotional message or offer
    b. Visual elements (images, colors, and layout) that align with the *Sunny Daze Spa & Wellness* brand
    c. A call-to-action that encourages readers to take the next step (e.g., “Book Now,” “Learn More,” etc.)

Tip: Use tools like Canva, Google Slides, or PowerPoint to create a realistic design.

3. **Discussion**: Explain why you designed the email the way you did. Address the following:
    a. **Target Market (TM)**: Who is the audience for this email?
    b. **Objective (Obj)**: What is the goal of this email (e.g., increasing bookings, promoting a new service, etc.)?
    c. **Brand**: How does this email reflect the identity and values of *Sunny Daze Spa & Wellness*?

Part 2: Design an SMS Message

1. **Title Your Example**: Give your SMS campaign a creative and engaging name.
2. **SMS Mock-Up**: Design a mock-up of the SMS message that clients would see upon opening. Include:
    a. A brief, enticing message
    b. Any emojis, links, or instructions (e.g., “Reply YES to book now!”) that encourage client engagement
3. **Discussion**: Explain your choices for the SMS content. Address the following:
    a. **Target Market (TM)**: Who is the primary audience for this SMS?
    b. **Objective (Obj)**: What is the goal of this SMS (e.g., promoting a quick booking offer, filling same-day slots)?
    c. **Brand**: How does this SMS align with *Sunny Daze Spa & Wellness*’s brand values and voice?

Part 3: Opt-In Strategies

Describe **two creative and effective ways** for *Sunny Daze Spa & Wellness* to encourage customers to opt-in to their email and SMS marketing lists.

1. **Technique and Procedure**: Fully describe each technique. How will customers be prompted to join the list? Where will they encounter this prompt (e.g., in-spa, online)?
2. **Explanation of Effectiveness**: For each technique, explain why it is likely to work, referencing customer behavior, marketing best practices, and *Sunny Daze Spa & Wellness*'s brand appeal.