

Preparing Email Marketing for a Painter’s Collection Launch

Welcome emails, personal outreach, and campaign drafts ready for the artist’s next steps.



AT A GLANCE

4

welcome emails live

109

LinkedIn messages sent

14

launch emails drafted

26

hours across 7 weeks

CLIENT

An independent painter with an online storefront

SCOPE

Email setup, contact outreach, and launch preparation

The artist's name, business name, and identifying details are withheld for privacy.

01

THE CHALLENGE

The artwork was coming. The email setup still needed work.

The artist had a signup page and email copy in progress. She needed a working welcome sequence, a way to invite selected contacts, and launch emails prepared in Mailchimp.

THREE PIECES TO PREPARE

- A four-email welcome flow, including her flower-pressing guide
- Personal LinkedIn outreach to the contacts she selected
- Fourteen collection launch emails staged as drafts for her final images, details, and scheduling

02

THE WORK

Build the flow, work the list, prepare the launch

The artist supplied the email copy and outreach messages. The work focused on configuring, checking, and preparing those pieces for use.

01

Welcome sequence

Built the artist's four emails into a Mailchimp flow triggered by website signup.

- Plan upgrade chosen for automation
- Flower-pressing guide connected
- Test delivery and timing checked
- Formatting corrected after inbox review

02

LinkedIn outreach

Worked through the contacts the artist selected using her messages.

- 111 names selected
- Two contacts could not be found
- 109 messages successfully sent
- Subscriber growth was not tracked

03

Launch drafts

Entered 14 collection emails into Mailchimp for the artist's final work.

- Questions on numbering and audience flagged
- Artist clarified the open points
- All 14 remained in draft
- Images and scheduling left to the artist

03

THE RESULTS

Email infrastructure in place for the artist’s next step

At the end of 26 hours, the welcome sequence was live, 109 selected outreach messages had been sent, and 14 launch campaigns were prepared as drafts.

4

welcome emails live

109

messages sent

14

campaign drafts

WHAT THIS DOES AND DOES NOT SHOW

The collection launch was later delayed because the artist wanted a larger list. Final subscriber growth and the effect of the outreach are unverified; the 14 launch emails were not sent during this engagement.

04

THE FULL BREAKDOWN

What was completed

01

Welcome sequence

Built a four-email Mailchimp flow connected to website signups, tested the initial delivery, checked the flow with Mailchimp support, configured the flower-pressing guide integration, and corrected email formatting.

02

Contact outreach

Reviewed the LinkedIn export and worked through the artist's selected list of 111 names using her messages. Two contacts could not be found, leaving 109 messages sent.

03

Launch preparation

Created 14 Mailchimp draft campaigns from the artist's copy, raised questions requiring her input, and left the campaigns for her final additions and scheduling.