



May 2024

Topic: Email Marketing

Day-to-Day Email Excellence

Objective: We'll explore daily email communications, including ways to use AI to improve tone, timing, and content for maximum effectiveness in routine correspondence.

Examples:

<https://chatgpt.com/c/4d47b06f-5f54-4f8b-9304-f11a5965db97>

Session 1 - Writing effective transactional emails

Order Confirmation Email Prompt

Please draft an order confirmation email template for **[insert business name]** for the **[insert product/service]** called **[insert name]**. Include essential elements like order summary, expected fulfillment details, and customer service contacts. Remember our brand voice and customer avatar. The support contact details to feature are **[insert name, phone number, hours]**



Appointment Confirmation Email Prompt:

Please create an appointment confirmation email for **[insert business name]**. Ensure it includes appointment details, preparation instructions, and cancellation policy. [Explore how AI can personalise the message based on previous customer interactions.](#)

Account Update Notification Email Prompt:

Please develop an email template used to notify **[insert business name]** customers of changes to their account settings or terms of service. Discuss the importance of clarity and timely communication, [and how AI can ensure accuracy and personalisation.](#)



Session 2 - Enhancing customer service through email

Customer Complaint Response Email Prompt:

Please create an email template for responding to customer complaints for **[insert business name]**. The email should acknowledge the issue, provide a clear pathway to resolution, and convey empathy. **Mention how AI can assist in personalising the response based on customer history.** Please keep it to a maximum of 300 words.

Have an actual email you need to respond to?

Please draft an email to respond to the following customer complaint for **[insert business name]**. The email should acknowledge the issue, provide a clear pathway to resolution, and convey empathy. Here's their email for you to refer to **[insert email complaint]**. My desired resolution is **[insert ideal outcome from the scenario]**. Please keep it to a maximum of 300 words.



Google Review and Feedback Request Email Prompt:

Please compose an email template for requesting feedback as well as a Google Review from customers about their recent experience with **[insert business name]**. Include questions that are relevant to improving service and a suggested template for writing their Google Review. Please also include the direct link for leaving the review **[insert Google Review link]**. Please keep it to a maximum of 300 words.

General Enquiry Response Email Prompt:

Please design an email response template for general enquiries received by **[insert business name]**. Say we'll respond within **[Insert time frame]**. Include a summary of our key products/services along with our social media links.



Club VIP Notes