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Letting the AI propose an e-mail campaign: subject and blocks from a short description

E-mail

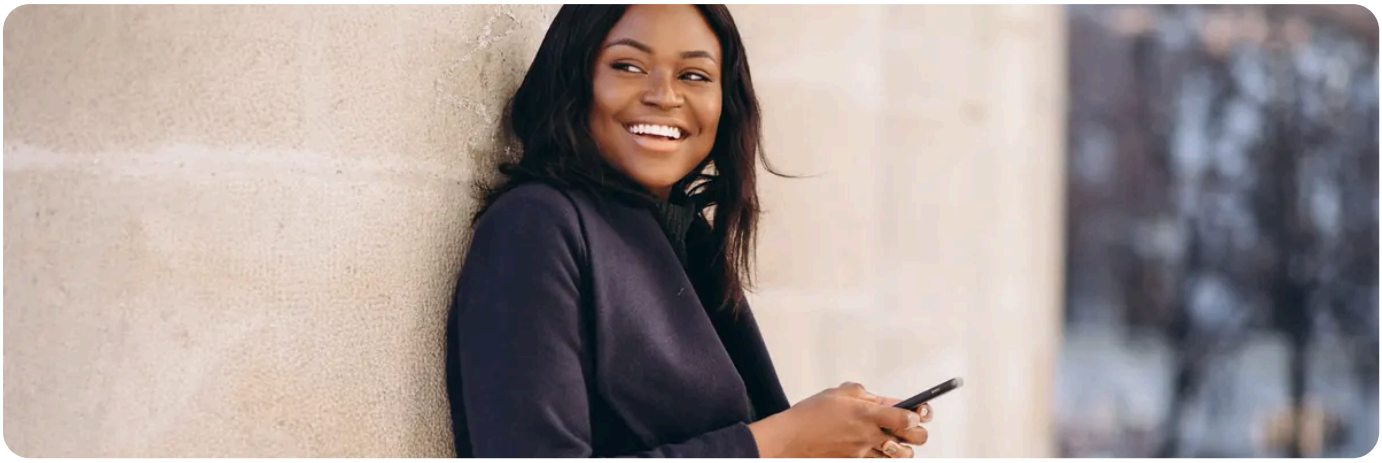
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RLX-INT-KB-7374	v2026.11.13	International · English

MozOut International
RLX Holdings (Pty) Ltd. · Group RLX Holdings
Tax no. (SARS) 943 907 6234 · Registration no. (CIPC) 2025/667953/07

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Letting the AI propose an e-mail campaign: subject and blocks from a short description

E-mail Created on **November 13, 2026** 2 min read



The short answer: you tell the AI **what you want to announce and for which sector**, in a sentence or two, and it proposes **the subject and the blocks** of the campaign. The proposal comes in your account's language and lands in the editor, where you review and change it as you like before sending.

What to put in the request

The AI only knows what you tell it. A vague request gives a generic campaign that could belong to any company. Compare:

Request	What comes out
Weak	`A promotion for the business.` Text that fits everyone and convinces nobody.
Good	`Stationer selling school supplies. Back to school: backpacks and notebooks discounted until Saturday, for people on our list. Friendly tone.` A concrete subject, text with the deadline and a button to see the products.

What helps the AI: **the kind of business**, **the news or the offer**, **the deadline**, **who it is for** and **the tone** (formal or friendly).

After the proposal

1. **Check the facts.** Prices, dates, addresses and conditions must be yours. The AI does not know your opening hours or your stock.

2. **Cut what you would not say that way.** A line that sounds like a TV advert pushes people away.

3 **Review the subject.** Short, and saying what is inside. See **writing the subject line**.

4 **Run the spam checker** and send yourself a test.

What goes out is your responsibility, not the AI's.
A promise you cannot keep, or a discount that does not exist, turns into a complaint. Read everything before sending.

Writing one-to-one sales or follow-up e-mails?
There is separate advice for that in **writing sales e-mails with AI without sounding like spam**.

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

- **Building an e-mail campaign block by block: header, text, image, button, divider and footer** →
- **E-mail campaign templates by sector: what to send in retail, health, education, events and more** →
- **The subject line of a campaign e-mail: short, honest and saying what is inside** →
- **Writing sales and follow-up e-mails with AI without sounding like spam** →

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