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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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