



MELINDA FOX

marketing content strategist

WORK SAMPLES



Email Marketing Guide



Email Marketing Ebook

I wrote the entirety of this
guide on the basics of
email marketing

[Read Here](#)

Here are some examples of emails I've written
(including the email to advertise the ebook)

MALOUF

Email Marketing Guide

AVAILABLE FOR FREE DOWNLOAD



Email is the biggest player in digital marketing and we're here to help you get the most out of it to increase revenue, both online and in stores, with our new resource.

THE GUIDE TO EMAIL MARKETING

DOWNLOAD EBOOK

Why Email?

4,400% ROI

4,400% is the average return on investment for email marketing

4,400% ROI

72%



72% of people prefer to receive promotional content through email

94%



94% of people say checking their email is the reason they get online

Sources: Statista, MarketingSherpa, McKinsey, and AdWeek

ADVANTAGES FOR YOUR BUSINESS

Data Insights

Get real-time data to optimize your marketing



Longevity

Marketing that stands the test of time



Easy-of-use

Simple and easy to set up



Cost Effective

Superior ROI to increase sales online and in-store



WHAT YOU'LL LEARN FROM THE EMAIL MARKETING GUIDE

HOW TO:

Increase your profits using email marketing

Grow your list of email subscribers and customers

Boost your marketing efficacy with engaging content

Get the most from email metrics

Learn how to take advantage of email marketing today

DOWNLOAD EBOOK NOW



Daily Crunch Newsletter

Developed the strategy
and executed
day-to-day operations
of newsletter that
garnered hundreds of
opens in the first month

[Read Here](#)



MALOUF

Get to Know Malouf's New Product Line

SALT FLAT



Malouf's newly acquired line of luxurious home furnishings, Salt Flat furniture, brings focus and brightness to your home through expert craftsmanship, thoughtful details, and enduring materials.

Highlights



WELLS SOFA

- Gray twill fabric OR 100% Italian full-grain leather finish
- Comfortable pocketed spring coils
- Stylish hardwood plinth base



BOWE SECTIONAL

- Convenient and versatile modular design
- The perfect blend of feather and down fill
- Performance fabric finish with birch wood frame



ASTER COLLECTION

- Tables, bench, and sideboard made to match
- Modern concrete top with acacia wood base
- Great for indoor and outdoor use



EXPERT CRAFTSMANSHIP
THOUGHTFUL
DETAILS
ENDURING MATERIALS

Mix and match Salt Flat products from Malouf's catalog to fill a container that ships straight from their production facilities to your warehouse. Work with your Malouf sales rep to place a container direct order right now.

CONTACT MALOUF

800.517.7179 | sales@maloufsleep.com

Visit saltflathome.com to learn more about Salt Flat furniture.



1525 West 2960 South, Logan Utah 84321