

MMCLAY EMAIL MARKETING COPYWRITING SAMPLES

I've assisted MMclay in building a loyal following by utilizing authentic storytelling. Our approach is to communicate in a friendly, approachable manner that provides valuable information while also keeping things light-hearted and playful. We advise with expertise, without overwhelming our audience with technical jargon.

I have experience creating email marketing campaigns from concept to execution, including designing templates, writing copy, and developing calls-to-action.

I manage a subscriber list of 8,000 contacts and have achieved an increased average click rate of 47% since starting my role at MMclay.

AVERAGE CLICK RATE

4.5 %

AVERAGE OPEN RATE

4.5 %



CAN'T GET ENOUGH MMCLAY? WE HAVE A SURPRISE

Sent October 26th, 2022

- 54.7% opens
- 3.1% clicks
- Resulted in revenue equivalent to 11% of average weekly sales



Can't get enough MMclay?

If you want to learn what inspires our products, get to know our team and their current faves, and check out studio behind-the-scenes, scroll over to our newsletter: [High Fire Lowdown!](#) We'll share occasional artist spotlights, table setting tips, favorite recipes, tutorials, and more. We want you to get to know the faces behind the bowls and plates (cuz we're more than just a pretty vase).

In our [inaugural newsletter](#), you'll learn about MaryMar's trip to [Sandiwood Farm](#) in Vermont where farm owners Bob and Sara Schlosser harvest [maple syrup](#). MaryMar recalls the trip as a reminder of connection, which continually finds a way of showing up in our lives through pottery: connection to the food we eat, the people we share meals with, and connections through community.

[Read more here](#)

For a limited time, we're celebrating the connection that brought these two trades together with a handcrafted piece of our own. We suggest pairing Sandiwood Farm [maple syrup](#) with an [MMclay handleless pourer](#).

We have a limited availability of these pourers in stock now while supplies last, and they're ready to be part of your morning routine. Use it for milk, cream, syrup, or whatever helps you rise and shine.

One lucky person will get a chance to win a pourer and 1 pint of syrup- head over to [our Insta](#) for more details.



Find the [newsletter on our website](#) under the About Us tab. We'll be updating monthly, so make sure you add it to your bookmarks tab.

HELP US WELCOME SPRING WITH
OUR NEWEST LINE

Sent March 10, 2022

- 51.4% opens
- 6.7% clicks
- Resulted in revenue equivalent to 54% of average weekly sales



We're taking a side step from our natural, earthy tones to offer our traditionalists a bright refined white, while keeping true to our organic hand-built style.

Chantilly is glazed in our White Chamois and has a smooth, glossy finish with an unglazed rim. The exterior is detailed with a circular pattern—a subtle texture reminiscent of the delicate silk this collection gets its name from.

And we're just in time for those spring and summer bridal registries!

Chantilly is available online, in our Showroom, and Airstream.

[Shop Chantilly Here](#)

LAST CHANCE! 10% OFF

Sent October 6th, 2022

- 43.3% opens
- 3.1% clicks
- Resulted in revenue equivalent to 68% of average weekly sales



Our handmade pottery is made to order. If you're thinking of a gifting ceramics for the holidays, place your order now to make sure it arrives in time! **The last day to purchase to guarantee arrival by mid-December is October 15th.**

Need some gift ideas? We've curated a few of our favorite pairings below.

For the Home Chef:

Gift a place to store their tools and dip their sauces. The Sierra [Utensil Holder](#) & [Ramekins](#) are a perfect matching pair.



For the Party Planner:

Give the gift of party-planning ease. A [Serving Platter](#) is perfect for an intimate dinner or an antipasto spread. And, of course, drinks are a must-[Whiskey Cups](#) for cocktails, wine, or sparkling water.

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For the All-Day Snacker:

The [Small Soup Bowl](#) is the best lil' addition to any kitchen cupboard. It's the perfect size for any small bites. (Our current studio favorite is peanut butter pretzels.) Clean up crumbs with [handwoven towel](#) designed by [Jessica Bovert](#).



[More Great Gifts Here!](#)

MARK YOUR CALENDARS FOR 10% OFF!

Sent September 30th, 2022

- 55.6% opens
- 4.5% clicks
- Resulted in revenue equivalent to 116% of average weekly sales



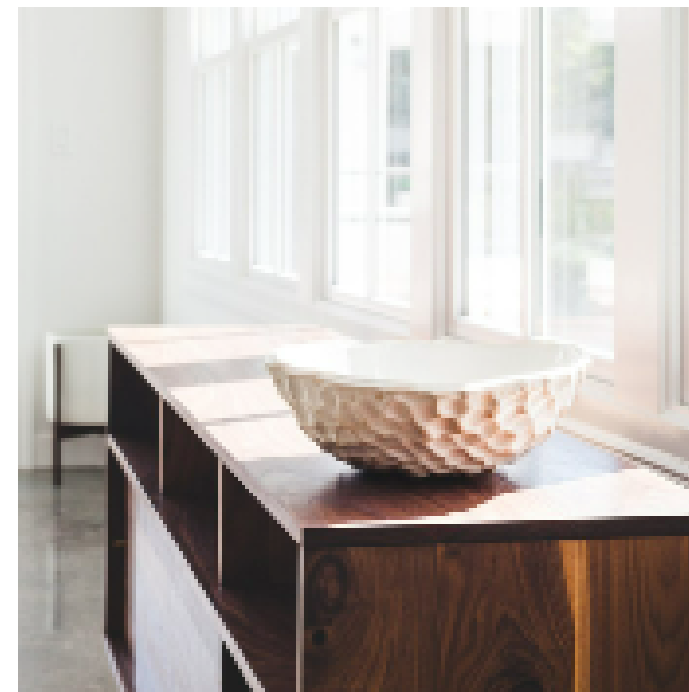
The [Bucket Cup](#) is a top-seller and your best bet when it comes to gifting. These cups are the perfect size for the right amount of coffee and are available in 8 different glaze options to match anyone's personality. Also available in a [Short size](#).



This versatile dish should be the new standard. The [Pasta Bowl](#) is for the minimalist who needs one do-all dish, or the maximalist who wants a bowl for every occasion. Go for Moonshadow on Progress if you're looking for our most popular glaze combo.



The [Ramen Bowl](#) is a fan favorite! Gift a set to stack up bowls and show off the exterior texture.



Be a superstar gift-giver! The [Rocky Bottom Bowl](#) is a showstopper and is available in three sizes. Watch how it's made [here](#).

INTRODUCING OUR NEWEST PRODUCT: RAMEN BOWLS

Sent May 25, 2022

- 63.5% opens
- 7.6% clicks
- Resulted in revenue equivalent to 75% of average weekly sales



We're very particular about our bowls here at MMclay- we know food tastes better in the right dish so we may or may not have designed a bowl for every occasion. With its elegant shape, this bowl is the perfect blend of form and function. The sleek edges and the pedestal foot give this bowl a level of sophistication that no matter your level of cooking skills, your dinner guests are guaranteed to be impressed.

Though this bowl was designed especially with ramen in mind, don't stop there. We realized it's perfect for much more. This deep dish bowl would be great for displaying your fruit, binge watching a series of your favorite show with a big ol' bowl of popcorn, or perhaps just put it on a shelf where all your guest can admire your superb taste in home goods.