
90-Day Email Marketing Strategy · Draft

The Backyard Pantry

backyardpantry.com.au

Prepared by Focus Web Designs

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Strategy overview

This 90-day strategy protects the sending setup, removes unrelated legacy records, corrects active emails, documents the account structure and restarts regular newsletters. Each account change requires approval before work begins.

Recommended order: protect, correct, simplify, restart

The first 30 days make the account safe and understandable. Days 31 to 60 clean the structure. Days 61 to 90 restart subscriber communication and measure new acquisition against the current baseline.

650

Active subscribers to
protect

45.13%

Current broad-send open
rate

3.1

New active contacts per
month in 2026

90 days

Proposed first programme



Approval before account work

Four decisions are needed before any live setting, email or subscriber record changes.

Decision	Role owner	Approval evidence
Sending-domain records and timing	DNS / email administrator	Kit's exact prescribed records and a planned test window.
Unrelated legacy record access and retention	Business owner	Written decision naming who may export, retain and remove the records.
Active email wording and business commitments	Client business owner	Approved sender voice, payment wording and producer follow-up owner.
Forms, tags and automation dependencies	Kit administrator	A dependency record showing each trigger, tag, sequence and exit.

Proposal only · No work authorised



Month 1: protect and correct

Complete the safety and ownership work before new campaigns or account clean-up.

Weeks 1-2

Protect sending and separate legacy records

Confirm the domain status, add only the records prescribed by Kit and complete the unrelated-record process under written authority.

- ✓ Open Kit's verified-domain screen and record the current status.
- ✓ Add the prescribed Kit DNS records and DMARC with the DNS / email administrator.
- ✓ Test one controlled email and confirm the domain passes the available checks.
- ✓ Export the unrelated legacy records under the approved access decision, then remove them from The Backyard Pantry's Kit account.

Outputs for approval

- Recorded Kit domain status
- DNS change record
- Controlled-send result
- Dated legacy export and removal record

Weeks 2-4

Correct live email content and add send controls

Repair customer-facing problems first. Keep every edited email in preview until the client approves it.

- ✓ Replace the broken website link and previous-owner wording in the media outreach sequence.
- ✓ Name the role responsible for seller introductions and follow-up commitments.
- ✓ Confirm the Afterpay wording and set Australia/Perth for the re-engagement sequence if it will be retained.
- ✓ Introduce a pre-send check covering sender, audience, links, offer, approval and scheduled time.

Outputs for approval

- Internal previews of edited emails
- Named role for each commitment
- Timezone and payment decision
- One-page pre-send check



Month 2: simplify and document

Create a clear account structure before renaming, merging or archiving forms, tags and sequences.

Days 31-60

Record dependencies and clean the account structure

The aim is a Kit account another administrator can understand without relying on memory.

- ✓ Record every visual automation trigger, condition, tag, sequence and exit.
- ✓ Set a tag model for contact stage, signup source, interests and operating needs.
- ✓ Rename the current Fresh Food Revolution form and review the 2 older forms after dependency checks.
- ✓ Classify the 24 untagged active contacts and document the purpose of the 2 custom fields.
- ✓ Deactivate or archive the placeholder sequence only after confirming nothing refers to it.

Outputs for approval

- Automation dependency register
- Approved tag dictionary
- Form status list
- Custom-field definitions
- Archive list with rollback notes

Safe-change rule

Export the affected records before bulk changes. Test each signup path and confirm the expected tags, sequence and confirmation email after each approved change.

Month 3: restart newsletters and acquisition

Restart with a measured cadence that the team can maintain. Use the working website form as the primary signup path and report results by source.

Days 61-90

Start a 6-email newsletter programme

Approve 2 newsletters per month for the next 3 months, then send the first 2 during month 3. Review each result before the next send and keep the pre-send approval record.

- ✓ Confirm a 3-month newsletter calendar and the client role that approves each send.
- ✓ Use seasonal availability, producer news, recipes and new marketplace content as the recurring themes.
- ✓ Use the current working signup form and correct source tags to measure where new contacts enter.
- ✓ Run re-engagement only after the entry criteria, email voice, timezone and exit conditions are approved.

Outputs for approval

- 3-month, 6-email calendar
- First 2 approved email briefs
- Source reporting setup
- Re-engagement criteria
- First-month performance note

Email 1: what is available now

Seasonal products, current producers and direct links to buy or find a producer.

Email 2: producer story

One producer, what they make and where customers can find them.

Email 3: recipe or practical guide

Useful content linked to products or producers already listed on the site.

Email 4: marketplace update

New producers, new products, events or changes customers need to know.

These 4 themes rotate across the proposed 6 sends. The client approves the subjects and content before scheduling.

Proposed 90-day measures

The first programme should protect current engagement and create a clean baseline for future decisions.

Measure	Current evidence	Proposed 90-day check
Sending safety	No DMARC record found; Kit status requires confirmation.	Verified Kit domain status, DMARC present and 1 controlled send checked.
Audience health	650 active, 18 bounced and 0 complaints.	0 new complaints and bounced addresses handled by Kit.
Broad-email engagement	45.13% opens, 6.65% clicks and 0.715% unsubscribes.	Open rate at or above 40%, click rate at or above 5%, unsubscribe rate below 1%.
Subscriber acquisition	3.1 new active contacts per month in 2026 through 6 Aug.	Report new active contacts by source each month and record the change from 3.1.
Account control	24 active contacts have no tag; tag and form overlaps exist.	All active contacts classified, tag purposes recorded and old forms given an approved status.
Send accuracy	2 historical correction events are visible in subject lines.	Every broadcast has a completed approval record and no correction send is needed.

Targets are review points

The engagement figures are working thresholds for the first 90 days. They can be adjusted after the first 2 sends show how the current audience responds.



Role-based ownership

Named people can be added after responsibilities are confirmed. The draft keeps role names as requested.

Role	Responsibility	Approval point
Client business owner	Business voice, payment wording, producer commitments, newsletter content and final send approval.	Approves customer-facing content and retention decisions.
DNS / email administrator	Domain records, timing, rollback notes and sending-domain checks.	Approves and carries out DNS changes.
Kit administrator	Dependency register, forms, tags, sequences, custom fields, tests and records of change.	Confirms dependencies and safe execution order.
Focus Web Designs	Draft email content, account documentation, checks, reporting and recommendation updates.	Submits each live change or send for client approval.

Strategy scope: This is a proposed sequence of work built from the read-only audit. It does not authorise DNS changes, Kit changes, data export, deletion, email edits or broadcasts. Each phase requires separate approval.

Approve the order and the first-phase owners before work is scheduled.

After approval, the first work package can cover domain confirmation, the authorised legacy-data process, active-email previews and the pre-send check.

Draft strategy · No account work authorised