

LESSON 27 WORKBOOK

AI for Email Marketing

Module 4: Advanced AI Skills

Name		Date	
Email Campaign		Status	■ Not Started ■ In Progress ■ Complete

Lesson Purpose

Learn how AI can improve email marketing by generating subject lines, writing email copy, segmenting audiences, personalizing campaigns, optimizing send times, and analyzing performance while keeping emails relevant and trustworthy.

Before You Begin

- I completed Lesson 26.
- I understand basic email marketing concepts.
- I will review and personalize every AI-generated email before sending.

My Main Goal

Exercise 1

Create five AI-generated email subject lines for a campaign and choose the strongest one.

Exercise 2

Write a welcome email for new subscribers using AI, then improve it with your own edits.

Exercise 3

Describe how AI can help with audience segmentation, personalization, A/B testing, and campaign analytics.

Practical Email Marketing Activity

Use an AI assistant to create an email sequence for a product, newsletter, or service. Record the prompts you used, the improvements you made, and the call-to-action in each email.

Prompt Practice

Prompt: "Act as an email marketing strategist. Create a 5-email welcome sequence with engaging subject lines, personalized content, clear calls-to-action, and suggestions for improving open and click-through rates."

Key Takeaways

My Practical Action Step

Reflection

Completion Checklist

- Completed all workbook exercises.
- Created an AI-assisted email campaign.
- Improved AI-generated emails with personal edits.
- I am ready for Lesson 28.

Next Step

Continue to **Lesson 28 – AI for Customer Support**.