Sending plan — 5 waves over 12 days

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Fictional document — demonstration example
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Fictional document, produced for the demonstration. **Everything is built, nothing is activated.** Marketing management approves wave by wave; approving one wave does not commit the next, and each wave can be stopped up to the second before it leaves.

The five waves

When	Segment	Channels	Size	Angle of the message
Day 0, 7:30 a.m.	**Trade painters**	E-mail, then SMS on day 1	5,780 + 1,640 SMS	The job: coverage per m², drying
Day 0, 8 a.m.	Building firms	E-mail + post	3,410 + 3,900	Compliance, volume, lead time
Day 1, 10 a.m.	**In-store consumers**	E-mail	**1,326 in test, then 11,934**	Finish and ease of application

When	Segment	Channels	Size	Angle of the message
Day 3	Website customers	E-mail	6,490	Colour card to collect in store
Day 7	Reactivation	E-mail + post subject to decision	6,240 + 1,980	New range, short message
Day 12	**Follow-up to non-openers, waves 1 and 3**	E-mail	Calculated afterwards	**Subject line rewritten in the winning angle**

The pressure caps applied

Rule	Current value	Effect on this campaign
Maximum approaches per contact per month	**3, across all channels**	**1,120 contacts removed from the campaign, counted by name**
What happens to those removed	—	Picked up in the day-12 follow-up, next month
Minimum gap between two waves for one contact	48 hours	Trade SMS moved to the following day

Cross-exclusions, and what they prevent

Exclusion	Number	What it prevents
Dual trade / consumer membership	2,840	Two contradictory messages the same morning
Postal objectors	340	An objection not honoured
Customers who already ordered Solane	**410**	**Paying to convince someone who has already bought — the commonest leak in a campaign**

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Exclusion	Number	What it prevents
Contacts at the pressure cap	1,120	One approach too many, therefore an unsubscribe

Preparation time

Indicator	Before	This campaign
Total preparation	**6 person-days**	**1 day**
Of which adaptations	3 days	Half a day of choosing
Segments handled	2	**4 + 1 reactivation**
Channels handled	1 to 2	4

> **Sending commits the company's reputation with tens of thousands of people, in one second and with no undo.** That is why it is approved wave by wave by marketing management, and never triggered by the agent.

Marketing management's approval

Waves approved: _____

Pressure cap retained for this launch: _____

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