

Sera
cookware

**The greatest love story
begins in the kitchen.**



Thank you for being a part of our love story.

Sera creates durable, beautiful, heirloom cookware and bakeware pieces made to be passed down through generations with stories to tell for ages.

What story will you tell?

SHOP CAST IRON

**Let's make history with
15% off your first purchase
over \$100**

SERA15

KIMBERLEE ALEXANDRIA

EMAIL MARKETING DESIGNER + BRAND CONSULTANT

**LET'S MAKE A LITTLE MAGIC
HAPPEN FOR YOUR BRAND.**

HI! I'M YOUR *NEW* CHIEF EMAIL DESIGNER.

KIMBERLEEALEXANDRIA.COM

HI@KIMBERLEEALEXANDRIA.COM



HIYA, I'M KIMBERLEE!

I geek out on all things design and marketing for brands that are purpose-driven and led with humility...and kickassery. ;)

In over 7 years, I have worked with retail and e-commerce brands across food, beverage and beauty create beautiful emails and cohesive branding to increase sales and engagement.

This service guide serves to show what it's like to work with me, my process and how we can get started on making your dreams come true!



HOW I CREATE MAGIC TO GROW YOUR BRAND



EMAIL AND SMS DEVELOPMENT

- Campaign planning, scheduling and management on a weekly basis for both email and sms (partners of PostScript for SMS campaigns)

FLOW SET-UP AND IMPLEMENTATION

- Create email flows for abandoned cart, welcome series, and post-purchase follow up to keep your customers engaged and increase sales.
- Design and embed pop-up forms to implement on your website.
- Setup A/B testing to increase email capture and targeting.

CONTENT CREATION & DESIGN

- Development of graphics, incorporating your brand identity and creating custom icons or graphics where appropriate.
- Video content creation and editing, including stop-motion animations or gifs.
- Eye-catching copywriting using your brand's voice to help convert.

CLIENT ROSTER

ELAVI SUPERFOOD BUTTERS

DOLLAR GENERAL

JANJI

MASHA'S BAGELS

KICKIN' BEE HONEY

ODE TO SELF SKINCARE

BLUESHIELD OF CALIFORNIA

ALIGNMENT HEALTHCARE

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Kitchen Love Stories with Sera

We interviewed hundreds of our customers and asked them, "What's your greatest kitchen love story since you purchased Sera cookware?" Here's what (some) of them had to say:

★★★★★

Immediately, my husband and I fell in love with the quality of Sera's cookware and knew we made the right purchase. The day it got delivered, we had date night at home so he could flex his "chef" skills with steak and parmesan truffles frites. Needless to say...the steak was done to perfection. We threw out our Lodge cast iron immediately.

—Marie, CA

★★★★★

My girlfriends couldn't wait to come over so we could all try out my new cast iron set. It became an impromptu dinner party the moment I told them my Sera set had arrived. It helped to cook the lamb I made wickedly perfect. A bit too perfect. We laughed about Sera being some sort of sorcery and created a core memory for the rest of our adult lives.

—Kassandra, TX

★★★★★

Initially...I was skeptical because I thought this was another overpriced cookware brand that does everything every other cookware brand does.

No. Nope. I fell in love with cooking all over again. F*** around and might find me on Top Level Chef with my Sera in tow. Never cooking without it.

—Patrick, OR

Shop the Legendary Set now online & in-store at Nordstrom.

SHOP CAST IRON

Make it a sweeter moment. 15% off is yours to keep on your first purchase over \$100*

SERA15

BEAUTYCENTS
NEW VIDEOS. NEW INSPIRATION.

WATCH NOW

Twist Style Tutorial
WITH CASEY HINDS

WATCH NOW

WIN 2 \$50 GIFT CARDS, VISIT @DOLLARGENERAL FOR MORE.

WATCH NOW

Lashes & Nails
WITH ANEISALI ARELLANO

WATCH NOW

BEAUTYCENTS
FEATURED BRANDS

aussie **OLAY**
L.A. COLORS **Venus** *Gillette*

DOLLAR GENERAL

CURRENT AD COUPONS DEALS SHOP ONLINE

\$2 OFF \$10
DIGITAL COUPONS
ON SELECT HALLOWEEN ITEMS.

ADD COUPON

\$1



HALLOWEEN TAG DECOR

\$1



MINI TIN PARTY RAIL

\$3



LED CANDLE

\$3



SKELETON SITTER

\$5



LED PUMPKIN

\$6



GARLAND LIGHTS

\$8



DOG SKELETON

\$10



EYE DOOR STOPPER

SHOP HALLOWEEN DECOR

Available on the App Store

GET IT ON Google Play

Facebook Instagram Twitter YouTube

Stores | Locations | Contact Us | About Us

(Business language)

To ensure delivery to your inbox, please add DollarGeneral@dollargeneralmarketing.com to your address book.

We respect your right to privacy. For more information, please see our Privacy Policy and Terms & Conditions or visit our Customer Support page.

EST & SNAP accepted here (in-store only)

Product availability, styles, colors, brands, promotions and prices may vary between stores and online.

Early sell-out possible on special purchase items, and quantities may be otherwise limited. We reserve the right to use our discretion to limit quantities to normal retail and online purchases. No cash refunds available. Not responsible for geographical errors.

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*Real Price with Coupon

*CA, CO or deposit where applicable

† Prices not valid in the City of Philadelphia, PA, or Cook County, IL

* Offers with this symbol cannot be combined. Advertised sale prices may vary by store location and by retailer. All offers to your store's benefit. Digital or in-store ad for actual pricing at your store location.

Dollar General Corporation Office

100 Mission Ridge

Goodwill, TN 37032

1-800-453-3269 | www.dg.com

FREE SHIPPING on all orders \$40 or more!

ELAVI

You've Got a
\$10 Credit

on orders over \$50
(expires in 24 hours)

SHOP NOW

*Use this link to auto-apply at checkout!

ELAVI

BLACK FRIDAY IS OFFICIALLY HERE...

Say hello to FREE
Ginger Spice Nut Butter!

I WANT ONE!



Immunity-boosting, digestion-boosting.
No sugar, and all the taste.

We're gifting you a FREE *jar* of Ginger Spice Nut Butter this weekend only - just add \$50 of your fav snacks to your cart and the ELAVI fairies will add a free jar to your order.

It's our lil' gift to you.

CLAIM YOUR FREE GIFT!

No code needed. Only valid on orders \$50+. Ends Monday, November 26, 2022 at 11:59pm EST. Cannot be combined with other offers.

ELAVI STAY SALTY.

ELAVI x LMNT
FREE Electrolytes with your order!

SHOP THE SALT BUNDLE



Call it your NYE survival pack or your healthy start to the New Year

Hit those health goals with salty electrolytes & nourishing chocolate sea salt protein bars.

Get a *free* LMNT sampler pack when you add a pouch of our NEW Chocolate Sea Salt flavor to your order.

STAY SALTY

FREE shipping on all orders \$40+ so double up or mix & match.

ELAVI

LOW SUGAR ENERGY FOR THE HOLIDAYS ⚡

Chocolate Fudge & Coffee Await Your Doorstep



We love caffeine, chocolate fudge, & 2-day shipping, so we're partnering with our friends at ELAVI to drop a sweet AF low sugar deal on Amazon.



SUPER COFFEE
PEPPERMINT
MOCHA

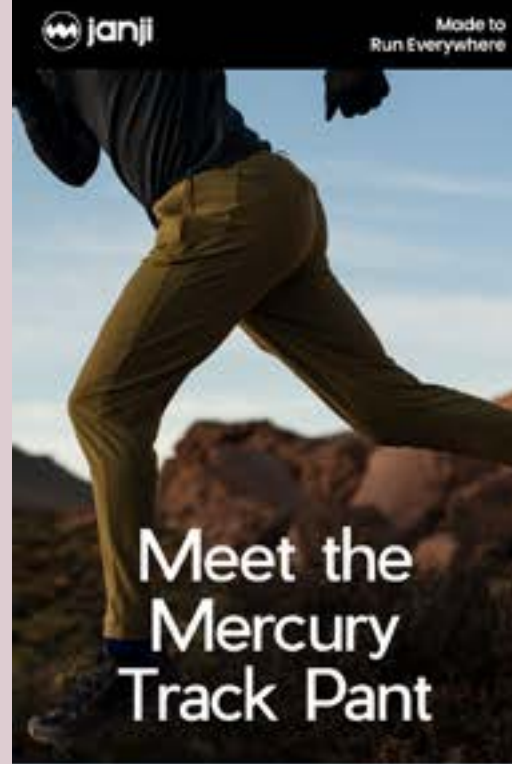
Better than Starbucks. Trust us.

SHOP NOW

ELAVI
SUPERFOOD
NUT BUTTERS

Tastes like fudge, but vegan and low sugar.

SHOP NOW



Meet the Mercury Track Pant

SHOP M'S MERCURY TRACK PANT

SHOP W'S MERCURY TRACK PANT



Here's how the Janji community is taking on the elements in the Mercury Track Pant:



Jeff G.

Great comfort, even backwards. I wore these skiing, and realized at the end of the day they were on backwards.

So even when Mercury is in retrograde or you put them on backwards, these pants still fit and feel great.

Cozy Winter Pants

Love these for colder runs! Been through 30-40F, haven't tried colder yet.

I wanted a change of pace from tights, especially since trapped air is supposed to help insulate from the cold.



J.W.



Louis M.

The "Sleepers" of Running Clothing. These pants are ultralight and provide warmth when it's cold and the wind is howling... Wear them when temps are 18-36F.

With lower temps and higher wind, I just put on a pair of Janji's with these over them.

SHOP M'S MERCURY TRACK PANT

SHOP W'S MERCURY TRACK PANT

Welcome to Our World

ODE TO SELF®
SKINCARE

WE'RE
GRATEFUL
FOR YOU

ODE TO SELF®
SKINCARE

GET READY,
SET,
AND SAVE.

Our Pre-Black Friday event begins on 11/18 with 30% off your skincare essentials.

Plus, get a free lip oil with purchase on orders over \$70 or more

Set your calendars so you don't miss these exclusive offers.

MAKE YOUR WISHLIST

Our Black Friday Sale Starts Tonight

20% OFF
Entire Purchase*
11/24 - 11/26

SHOP NOW

*20% off when you spend \$50 or more + free shipping. Use code FREESHIP at checkout.

ODE TO SELF SKINCARE
HOLIDAY SALES EVENT

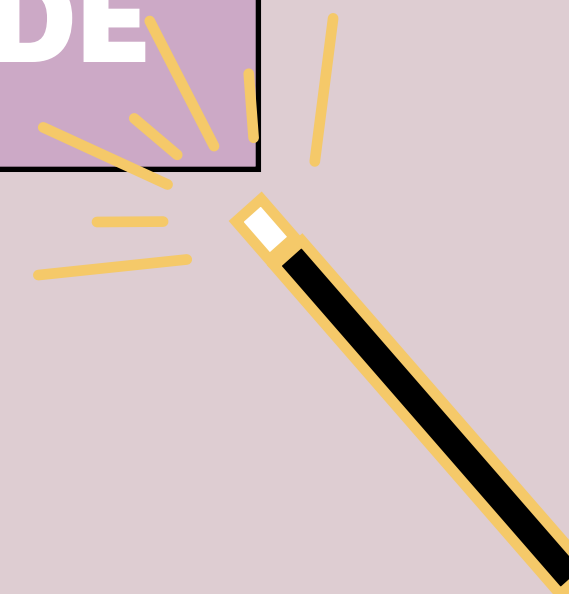
Early-Access	Black-Friday	Bundle & Save Cyber Monday
30% OFF* 11/18 - 11/20	20% OFF* 11/24 - 11/26	\$25 offer + Free Shipping 11/28 - 11/29

*30% off when you spend \$70 or more with free ship + free shipping. Use code FREESHIP at checkout.
*20% off when you spend \$50 or more + free shipping. Use code FREESHIP at checkout.
*\$25 with the Mini De Pano's Facial Oil and Serum 1oz Oil Bundle + Free Shipping. Applied at checkout.

Mark your calendars.
IT'S THE SEASON
OF SELF-CARE

LET'S GO SHOPPING

SERVICE & PRICING GUIDE



**EMAIL DESIGN AND
IMPLEMENTATION**
PROJECT-BASED—\$6,500
payment plan option available

Timeline: 4 to 6 weeks
Up to 30 email assets

**payment plan option available only for project-based offers.*

45% deposit due at start of contract/signing. Remaining 55% due upon review of emails before implementation into email service provider and final file handoff.

WHY YOU WANT IT

This is for your brand if you want to implement a seamless email strategy and design. Your team will take over once it's established. You'll be set-up with design files in Figma for you to change text and images as needed. This is a hands off approach without monthly management if you have an in-house marketing team to manage.

WHAT'S INCLUDED

- Set-Up in Klaviyo to Shopify
- Newsletter Pop-Up Design & Embedding
- Newsletter Landing Page Design with Form
- Welcome Flow for New & Returning Customers (est. 6 to 8 emails total)
- Abandoned Cart Flow Emails (est. 3 to 4 emails)
- Post-Purchase Email/Follow-Up (est 3-4 emails, review option and survey implementation.
- Browse Abandonment Flow (not added to cart, but viewed the product) (up to 3 emails)
- Customer Winback Email – 90 days/180 days (2 emails)
- Non-Customer Winback Emails – 90 days/180 days (2 emails)
- Cross-sell & upsell emails based on previous purchase or browsing behavior (1 to 2 emails)
- Weekly email campaign template design (3-4 templates set-up and sliced in Figma ready for export)
- Audit existing email design and strategy to redefine goals and deliver results.
- Testing to make sure it works with both light and dark settings.

PREMIUM EMAIL WITH SMS DESIGN & MANAGEMENT

\$4,800/mo
up to 25+ emails

Timeline: Ongoing Retainer for 6-month Contract
Up to 25 established email assets; +3 emails per week
(accounts for flash sales/events etc. based on your marketing calendar)

WHY YOU WANT IT

You want to turbo charge your email marketing campaigns and flows to increase your brand's revenue and stay consistent with a hands-on approach.

HOW THIS WORKS

We analyze your data to fine-tune customer retention strategy and increase brand loyalty, while also cultivating a stronger community.

WHAT'S INCLUDED

- Set-Up in Klaviyo to Shopify
- Newsletter Pop-Up Design & Embedding
- Newsletter Landing Page Design with Form
- Welcome Flow for New & Returning Customers (est. 6 to 8 emails total)
- Abandoned Cart Flow Emails (est. 3 to 4 emails)
- Post-Purchase Email/Follow-Up (est. 3-4 emails; delivery follow-up, review follow-up, 2nd review follow-up)
- Browse Abandonment Flow (not added to cart, but viewed the product) (up to 3 emails)
- Customer Winback Email – 90 days/180 days (2 emails)
- Non-Customer Winback Emails – 90 days/180 days (2 emails)
- Cross-sell & upsell emails based on previous purchase or browsing behavior (1 to 2 emails)
- Weekly email campaign build out, scheduling and management (est. 12 emails = 3 emails per week)
- Audit existing email design and strategy to redefine goals and deliver results.
- Weekly Monday meetings for briefings with first round of proofs for review by Wednesday morning, and finals due on Fridays to implement for send outs the following weeks (we will work together to create emails two to three weeks in advanced to align with internal company communications/marketing calendars and ensure on-time delivery)
- Campaign analysis/metric reviews to gauge KPIs in email performance to further optimize emails as needed.
- A/B testing for optimal reach and conversion for email.

BASIC EMAIL WITH SMS DESIGN & MANAGEMENT

\$4,100/mo
up to 18+ emails

Timeline: Ongoing Retainer for 6-month Contract
Up to 18 established email assets; +2 emails per week
(accounts for flash sales/events etc. based on your marketing calendar)

WHY YOU WANT IT

You're a more established business, but want to ramp up your email marketing. Here, we start to develop and establish pop-ups with lead generation offers and creating funnels that aims toward increasing revenue.

HOW THIS WORKS

This increases conversion of browsers to buyers from ad + organic traffic, while promoting repeat customers to increase brand loyalty.

WHAT'S INCLUDED

- Set-Up in Klaviyo to Shopify.
- Newsletter Pop-Up Design & Embedding
- Newsletter Landing Page Design with Form
- Welcome Flow for New & Returning Customers (est. 6 to 8 emails total)
- Abandoned Cart Flow Emails (est. 3 to 4 emails)
- Post-Purchase Email/Follow-Up (est. 3-4 emails) and survey implementation.
- Cross-sell & upsell emails based on previous purchase or browsing behavior (1 to 2 emails)
- Weekly email campaign build out, scheduling and management (est. 8 emails = 2 email per week)
- Audit existing email design and strategy to redefine goals and deliver results.
- Weekly Monday meetings for briefings with first round of proofs for review by Wednesday morning, and finals due on Fridays to implement for send outs the following weeks (we will work together to create emails two to three weeks in advanced to align with internal company communications/ marketing calendars and ensure on-time delivery)
- Campaign analysis/metric reviews to gauge KPIs in email performance to further optimize emails as needed.
- A/B testing for optimal reach and conversion for email only.

STARTER EMAIL DESIGN & MANAGEMENT

\$3,800/mo

up to 12+ emails

**GREAT FOR
BEGINNERS**

Timeline: Ongoing Retainer for 6-month Contract
Up to 12 established email assets; +1 emails per week
(additional emails \$75 ea.)

WHY YOU WANT IT

If you're just getting started with your brand and want to take the leap into email marketing—you want to pick this option to start. I will help you get started with the basics of creating an email funnel so we can start to ramp up your sales.

HOW THIS WORKS

This package sets the stage for your customers while setting the framework to create a solid foundation for growth as you begin to scale.

WHAT'S INCLUDED

- Set-Up in Klaviyo to Shopify
- Newsletter Pop-Up Design & Embedding
- Newsletter Landing Page Design with Form
- Welcome Flow for New (est. 3 to 4 emails total)
- Abandoned Cart Flow Emails (est. 3 to 4 emails)
- Post-Purchase Email/Follow-Up (est. 3-4 emails)
- Weekly email campaign build out, scheduling and management (est. 4 emails = 1 email every week)
- Audit existing email design and strategy to redefine goals and deliver results.
- Weekly Monday meetings for briefings with first round of proofs for review by Wednesday morning, and finals due on Fridays to implement for send outs the following weeks (we will work together to create emails two to three weeks in advanced to align with internal company communications/ marketing calendars and ensure on-time delivery)
- Campaign analysis/metric reviews to gauge KPIs in email performance to further optimize emails as needed

SOCIAL MEDIA CONTENT DESIGN & DEVELOPMENT

Available as an add-on or sole service.

ULTIMATE SOCIAL MEDIA PACKAGE UP TO 65 MONTHLY ASSETS

\$5,200/mo

- Full suite of branded template designs/layouts, photo editing, video editing, overlays and animations/gif creation as needed.
- Content pillar and idea development to stay aligned with your brand's mission, vision and purpose.
- 3 Instagram in-feed post designs/week (including carousels).
- 2 Facebook post designs/week.
- 5 Instagram stories development/week.
- 2 Instagram Reels + Keyframe design/week.
- 2 TikTok Videos/week.
- 5 to 10 Pinterest Posts and set-up for shopping/tags (Monthly).
- Weekly calls to discuss planned content, business goals, content review and approvals.
- 2 rounds of edits before final publishing.
- Monthly analytics reporting to review KPIs and engagement to adjust content as needed.

STANDARD SOCIAL MEDIA PACKAGE UP TO 36 MONTHLY ASSETS

\$3,500/mo

- Full suite of branded template designs/layouts, photo editing, video editing, overlays and animations/gif creation as needed/appropriate.
- Content pillar and idea development to stay aligned with your brand's mission, vision and purpose.
- 2 Instagram in-feed post designs/week (including carousels).
- 2 Instagram Reels + Keyframe design/week.
- 2 Instagram stories development/week.
- 1 Facebook post designs/week.
- 1 TikTok Videos/week.
- 3 to 6 Pinterest Posts and set-up for shopping/tags (Monthly).
- Weekly calls to discuss planned content, business goals, content review and approvals.
- 1 round of edits before final publishing.
- Monthly analytics reporting to review KPIs and engagement to adjust content as needed.

STARTER SOCIAL MEDIA PACKAGE UP TO 20 MONTHLY ASSETS

\$1,500/mo

- Full suite of branded template designs/layouts, photo editing, video editing, overlays and animations/gif creation as needed/appropriate.
- Content pillar and idea development to stay aligned with your brand's mission, vision and purpose.
- 2 Instagram in-feed post designs/week (including carousels).
- 1 Instagram Reel + Keyframe design/week.
- 1 Instagram stories development/week.
- 1 Facebook post design/week.
- Weekly calls to discuss planned content, business goals, content review and approvals.
- 1 round of edits before final publishing.



TESTIMONIALS



Kimberlee is such an absolute delight to work with, I highly recommend her for email marketing design. She is fantastic at taking feedback, very communicative, and, just a lovely human overall. If you're considering her, you should go for it!

**Michelle Razavi, Co-Founder
ELAVI Superfood Nut Butters**



Kimberlee brings helpful experiences and a fresh perspective to the table. In addition to this, her intentionality and passion to help and encourage others, including myself, shines through via our conversations. Her mentorship style is supportive, encouraging and pushes me to reach the next level.

I highly recommend their services to anyone looking to identify or redefine their brand identity and marketing strategy.

Chrissy Horton, Founder



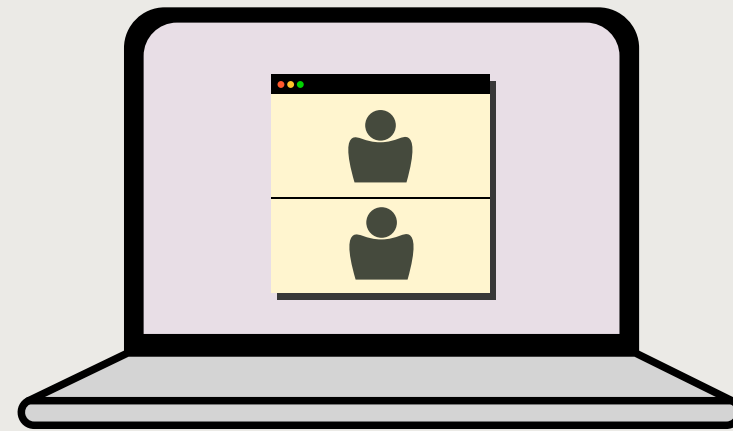
I love working with Kimberlee. She's incredibly creative, smart and knowledgeable when it comes to navigating different aspects of marketing for your business.

She's a bevy of ideas and offers ways of looking at your company through a new perspective. Hiring her to help with a lot of my strategy was the best business decision ever!

**– Oriel Kerr, Founder
Kickin' Bee Honey**

THE PROCESS

How do we get started?

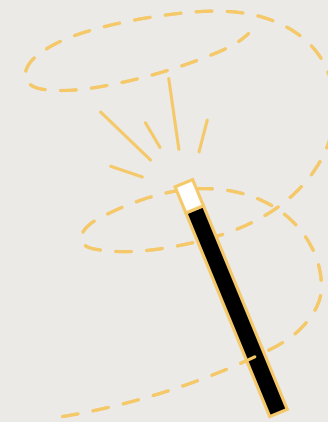


LET'S GET ACQUAINTED...

We hop on a call together to get to know each other. I'll have you tell me where you are in your business, your pain points and goals that you want for your business.

Then we move forward. I'll have you fill out a questionnaire. From there, I'll move onto gathering your brand's assets (logos, fonts, colors, style guides, digital product photos, etc.)

***You will need to have established brand guidelines to work from. If you do not, we will not be able to work together if this is not complete.*

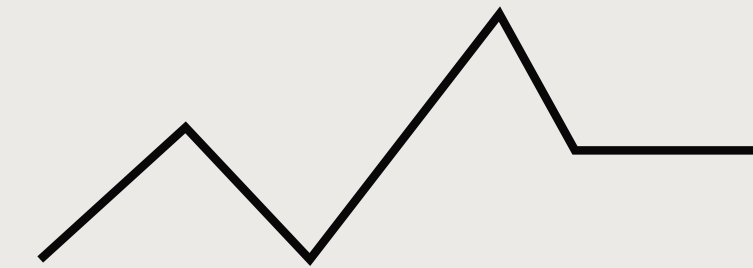


THEN WE CREATE MAGIC...

From your branding assets, ideas and vision, I'll get to work on creating email templates for you. If you choose to work with me on social media branding, I'll create these templates for you here as well.

We'll have a meeting to review the magic I've created for your brand and make adjustments as needed.

We'll have one more meeting to review the adjustments/revisions. We're limited to 2 rounds of revisions for emails. For social media, we're limited to one round of revisions per weekly deck.



LET'S IMPLEMENT + TEST.

rubs hands together This is where we get to see our ideas and creation come to life and test the magic.

We will implement the design files into your ESP (email service provider) to start planning and scheduling appropriate flows.

We'll make sure the design is responsive, fitting both desktop and mobile screens, and ensuring they work appropriately in dark/light mode.



LET'S MAKE MAGIC BABY!

WANT TO WORK TOGETHER?

[Click Here to Book a Call with Me](#)

HAVE MORE QUESTIONS?

Email me at
hi@kimberleealexandria.com

DALLAS/FORT WORTH-BASED DESIGNER