

# Ziptrak® Blinds – Email Campaign

## Discovery responses for our email marketing partner

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Answers for review

### Two things to lock in before anything goes out

**1. It's Ziptrak® – not "Zip Track."** Registered mark, exact spelling, every time in customer copy.

**2. There is no "partnership" or "product launch" with Ziptrak®.** Ziptrak® is an accessory supplier – we buy, supply and install their blinds alongside our patios, pergolas and carports. No exclusivity, no joint launch, no co-branding. Please position this as a **Trueline expansion** ("we now do blinds"), with Ziptrak® named as the quality product we install – not as a partnership announcement.

## 01 GOALS & SUCCESS

**What success looks like:** booked **measure-and-quote appointments** (genuine quote requests) – not opens or replies. Replies and calls are useful signals, but the booked appointment is the conversion that feeds the sales pipeline.

**The single outcome that matters most:** **qualified quote requests.** Optimise the whole campaign around this one metric.

**Measurable target:** we'd rather **not lock a hard number for send 1.** This is a re-engagement to a partly-cold list and a new product line for these contacts, so there's no baseline yet. We'll set a real, measurable target off the back of send-1 actuals.

## 02 AUDIENCE

**Who we're targeting:** a **defined subset of the ~5,000 Melbourne (VIC) database – not a full blast.** The best-fit responders are (a) **past patio / pergola / carport customers** (they already own a structure blinds bolt straight onto) and (b) **warm lost leads and recent enquiries.**

**Exclude:** anyone **unsubscribed** (legal – Spam Act 2003, non-negotiable), **current jobs in progress, anyone mid-conversation with a consultant,** hard bounces, and staff / suppliers.

## 03 SEGMENTATION

Yes – split the message by relationship:

- **Past customers** → "Add Ziptrak® blinds to your existing patio." They have the structure; high-intent, easiest segment.
- **Lost leads / cold enquiries** → "Trueline now supplies & installs Ziptrak® outdoor blinds" – the expansion angle.

**CRM data points to segment on (D365):** project type, completion date, suburb / postcode, won / lost status, product interest, and last-activity date.

## 04 MESSAGING & ANGLE

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**Core hook:** “Trueline now does Ziptrak® outdoor blinds.” Trueline is the brand these contacts already know and trust – lead with us, name Ziptrak® as the product.

**Positioning:** a Trueline expansion, not a Ziptrak® launch (see corrections above).

**Brand requirements to honour:** Ziptrak® registered mark and correct spelling always; **no implied partnership, exclusivity or endorsement;** follow any Ziptrak® trademark-usage guidance if supplied. Trueline voice and look run through our brand system – *Covered Life. Better Lived.*

## 05 OFFER

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**Offer:** to be confirmed. Steer toward a **value-add / margin-safe incentive** (e.g. free measure & quote, or a seasonal bonus) rather than straight price-cutting – our pricing is built to a fixed gross-profit target.

**Urgency mechanic (honest, two seasonal angles):** we’re in winter now, so the immediate hook is “**block the winter cold – make your outdoor room usable year-round with outdoor blinds,**” rolling into “**and be ready for summer.**” Both are real, not manufactured.

**If no offer:** the seasonal reason-to-act-now carries the campaign on its own.

## 06 CALL TO ACTION

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**Primary CTA – single:** “**Book a free measure & quote.**”

**Secondary (lower weight):** phone **1300 50 20 20**. One dominant CTA per email.

## 07 SEQUENCE & CADENCE

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**Format:** a short **sequence of 3 emails over ~2-3 weeks** – (1) announcement, (2) benefits + social proof / past work, (3) reminder with the seasonal urgency.

**Timing constraints:** there’s **no Ziptrak® launch date** to work around (not a partnership). Our consultants **have capacity** for the lead overflow, so the only real constraint is **seasonal timing** – land the sequence to make the most of the winter-into-spring window.

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