

SAMPLE / DEMO WORK — created to show our deliverable format. Not a client project. No client results are shown.

Sample Monthly Marketing Operations Pack

Demo brand: "DemoWick Candles", a FICTIONAL candle store. The brand, products, prices and details below are made up to show what one month of our *Monthly Marketing Operations* retainer delivers. Any resemblance to a real business is accidental. No real client, results or metrics are shown.

How this content is made: first drafts are written with AI help. Vimtro (the founder) then reviews, edits and fact-checks every piece before delivery. Anything the client must confirm (burn times, ingredients, shipping promises, discounts) is marked **[CONFIRM]**. We never publish invented reviews, statistics or claims.

Month: Sample month (November) · **Store platform:** Shopify · **Email tool:** client's existing tool (e.g. Shopify Email)

Demo brand brief (fictional): small-batch soy candles, warm and calm brand voice, sells in the US and UK. Five products: Cedar & Smoke, Fig Leaf, Sea Salt Linen, Amber Hearth, Midnight Orchard.

Part 1: Email drafts (2)

Email 1: Seasonal collection launch

- **Subject line options:** "The cosy season starts here" / "New: candles for longer evenings" / "Meet Amber Hearth"
- **Preview text:** Three new scents for darker evenings, poured in small batches.

Hi {{ first_name | default: "there" }},

The evenings are getting longer, so we've been pouring.

Our autumn scents are here: **Amber Hearth**, **Cedar & Smoke** and **Midnight Orchard**. Each one is hand-poured soy wax with a cotton wick, made in small batches. **[CONFIRM: wax and wick materials]**

Amber Hearth: warm amber and vanilla, like a blanket by the fire.

Cedar & Smoke: cedarwood with a soft smoky edge.

Midnight Orchard: dark plum and spiced apple.

[Shop the autumn scents →]

Burn time is about **[CONFIRM: XX] hours** per candle. For the best burn, let the top melt fully to the edges the first time you light it.

Warmly,
The DemoWick team

*Free UK/US shipping over **[CONFIRM: amount]**. Unsubscribe anytime.*

Notes for client: Send to all subscribers; suggested send time is Tuesday or Thursday morning in the main customer time zone (adjust to your own past results if you have them). Add one product photo per scent.

Email 2: Gift guide (holiday)

- **Subject line options:** "Gifts that smell like home" / "Our candle gift guide" / "Easy gifts, sorted"
- **Preview text:** A candle for everyone on your list, from under **[CONFIRM: price]**.

Hi {{ first_name | default: "there" }},

Stuck on gifts? Here's a quick guide.

For the one who loves the outdoors: Cedar & Smoke

For the beach-lover: Sea Salt Linen

For the plant parent: Fig Leaf

For anyone who's always cold: Amber Hearth

Every candle arrives in a gift-ready box. **[CONFIRM: packaging]** Want to add a note? Leave a message at checkout and we'll handwrite it. **[CONFIRM: offered?]**

Order by **[CONFIRM: date]** for delivery before the holidays (UK) and **[CONFIRM: date]** (US).

[Shop the gift guide →]

The DemoWick team

Notes for client: No discount included. If you want one, tell us the code and terms and we'll add them. Never promise delivery dates the courier can't meet.

Part 2: Social post drafts (8)

Client posts these. Suggested image or video for each. Hashtags kept short.

#	Platform	Post text	Visual idea
1	Instagram	Longer nights, warmer light. Our autumn scents are here: Amber Hearth, Cedar & Smoke and Midnight Orchard. Which one are you lighting first?  #soycandles #autumnscents	Flat lay of the 3 candles on a wool throw
2	Instagram (Reel)	How we pour: wax, wick, wait. Every candle is poured by hand in small batches. [CONFIRM] #smallbatch #candlemaking	10-second pouring clip

#	Platform	Post text	Visual idea
3	Facebook	Candle tip: the first burn matters. Let the wax melt all the way to the edge (about 1 hour per inch of width) so it burns evenly every time after.	Close-up of a full melt pool
4	Instagram (Story)	Poll: Cosy or fresh? 🍂 Amber Hearth vs 🌊 Sea Salt Linen	Two product shots side by side, poll sticker
5	Pinterest	Candle gift ideas for everyone on your list: woody, fresh, sweet and green scents. Hand-poured soy. [CONFIRM]	Vertical gift-guide graphic with 4 candles
6	Instagram	Trim your wick to about 5 mm before every burn. Cleaner flame, less soot, longer candle life. Save this for later.	Wick-trimming photo with a simple arrow graphic
7	Facebook	Order-by dates for holiday delivery: UK [CONFIRM: date] , US [CONFIRM: date] . Gift notes are free at checkout. [CONFIRM]	Calendar-style graphic in brand colours
8	Instagram	Meet Fig Leaf: green, fresh and a little sweet, like a greenhouse on a sunny day. Perfect for desks and kitchens. #figcandle #homefragrance	Fig Leaf on a kitchen windowsill

Wick-trimming and first-burn tips are common candle-care guidance. The client should confirm they match their own care instructions.

Part 3: Product descriptions (5)

Format: short hook, scent notes, details, care. Details marked **[CONFIRM]** must come from the client.

1. Cedar & Smoke Like a walk through the woods that ends at a fire. Dry cedarwood, a touch of black pepper and a soft smoky base. *Notes:* cedarwood, black pepper, smoke · *Wax:* soy **[CONFIRM]** · *Burn time:* approx. **[CONFIRM]** hours · *Size:* **[CONFIRM]** Trim the wick to 5 mm before each burn.

2. Fig Leaf Fresh, green and a little sweet. Fig leaves, crushed stems and a hint of coconut. Bright enough for a desk, soft enough for evenings. *Notes:* green fig, leaves, coconut · *Wax:* soy **[CONFIRM]** · *Burn time:* approx. **[CONFIRM]** hours · *Size:* **[CONFIRM]**

3. Sea Salt Linen Clean laundry drying in a sea breeze. Salty air, white musk and crisp cotton. A light scent for bathrooms and bedrooms. *Notes:* sea salt, cotton, white musk · *Wax:* soy **[CONFIRM]** · *Burn time:* approx. **[CONFIRM]** hours · *Size:* **[CONFIRM]**

4. Amber Hearth The cosiest scent we make. Warm amber, vanilla and a little cinnamon, made for long evenings in. *Notes:* amber, vanilla, cinnamon · *Wax:* soy **[CONFIRM]** · *Burn time:* approx. **[CONFIRM]** hours · *Size:* **[CONFIRM]**

5. Midnight Orchard Dark plum and spiced apple with a deep, woody finish. Rich but not heavy. *Notes:* plum, apple, clove, oak · *Wax:* soy **[CONFIRM]** · *Burn time:* approx. **[CONFIRM]** hours · *Size:* **[CONFIRM]**

SEO note (delivered with the descriptions): each product also gets a meta title under 60 characters and a meta description under 155 characters, e.g. "Cedar & Smoke Soy Candle | Woody, Smoky Scent | DemoWick" (fictional).

Part 4: Monthly store-care checklist

Developer work included each month (up to 4 hours). Ticked during the month; anything over budget is quoted first.

✓ Task	Frequency	Notes
☐ Duplicate the live theme as a backup before any change	Before every change	Name: Backup YYYY-MM-DD
☐ Run Lighthouse (mobile, 3 runs, median) on home, 1 collection, 1 product; record scores and date	Monthly	Same pages every month
☐ Check theme and app updates; read changelogs; update on the duplicate first	Monthly	
☐ Remove leftover code from uninstalled apps	Monthly	Check theme.liquid and snippets
☐ Test the buying path: product → cart → checkout (stop before payment) on mobile and desktop	Monthly	Note any errors
☐ Check for broken links and 404s (Online Store > Navigation, redirects)	Monthly	Add redirects where needed
☐ Check images on new products: size, compression, alt text	Monthly	
☐ Check meta titles/descriptions on new products and collections	Monthly	
☐ Review the cookie/consent banner for UK/EU visitors	Quarterly	
☐ Monthly improvement task (agreed in advance)	Monthly	e.g. sticky add-to-cart on mobile
☐ Write change log and update the monthly report	Monthly	

Part 5: One-page monthly report template

Blank template. All numbers come from the client's Shopify reports or our own measurements, with the source stated. Nothing here is real data. "—" = **to be filled in. Any number shown is labelled "example value" and is not real.**

Client: — · Month: — · Prepared by: Vimtro · Date: —

1. Work completed this month

Item	Type (fix / improvement / content)	Status	Link / note
—	—	—	—

2. Store speed (Lighthouse, mobile, median of 3 runs)

Page	Last month	This month	Date measured
Home	—	—	—
Collection	—	—	—
Product	—	—	—

3. Store numbers (from client's Shopify Analytics; only if the client shares them)

Metric	Last month	This month	Source
Sessions	—	—	Shopify Analytics
Orders	—	—	Shopify Analytics
Conversion rate	—	— (example value: 0.0%)	Shopify Analytics
Email campaign opens / clicks	—	—	Email tool

Changes in these numbers have many causes (season, ads, stock). We don't claim credit for changes we can't connect to our work.

4. Content delivered: emails —/2 · social drafts —/8 · product descriptions —/5

5. Open issues / risks: —

6. Plan for next month: —

7. Decisions needed from you: —

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