

Subject: Refresh of Our E-commerce Advertising Strategy

Dear Team,

I hope this message finds you well. As part of our ongoing efforts to enhance our e-commerce performance, we are initiating a refresh of our advertising strategy.

In the coming weeks, we will focus on the following areas:

- **Target Audience Analysis:** Re-evaluate our customer personas and refine targeting strategies.
- **Digital Channels Optimization:** Assess the effectiveness of our current advertising channels and explore new platforms.
- **Creative Content Development:** Develop fresh and engaging creative materials to capture our audience's attention.
- **Performance Metrics Review:** Establish new KPIs to measure success and optimize our campaigns accordingly.

We welcome your feedback and suggestions as we embark on this initiative. Please schedule a meeting with your teams to discuss your ideas and insights.

Looking forward to your collaboration in making this effort a success!

Best regards,

[Your Name]
[Your Job Title]
[Your Company]