



VERTIKAL MASTER EMAIL SUITE

Universal 3-Email Onboarding Sequence

Email 1 — Welcome to VERTIKAL Subject: Welcome to VERTIKAL — You’re Early. And That Matters

Email 2 — Orientation Subject: Your Vertikal Orientation — What You Now Have Access To

Email 3 — 7-Day Activation Plan Subject: Your 7-Day Activation Plan — Let’s Begin

Creator Track

Onboarding Emails

- Welcome Creator — Your Vertical Era Starts Now
- Your Creator Toolkit — Everything You Need
- Your First Submission — Ready When You Are

Cold Outreach

- Subject: Your Work Belongs in the Future of Cinema

Additional Templates

- Thank You for Applying
- We’re Reviewing Your Submission
- Your Badge Is Ready
- Decline with Dignity
- Reactivation Reminder