Campaign: Invoices App Launch Emails (3/26)

[Link to Brief](https://docs.google.com/document/d/1Pi7EsqyjNTUXfictf8teznvy1P9POWr3VnI-g2ybKF0/edit)

# Email #1: Active Invoicers

|  |  |
| --- | --- |
| In the inbox | |
| From | Square Invoices |
| Subject  30-40 characters | Introducing the new Square Invoices app |
| Prehead  30-50 characters | Download today for access to new features. |
|  | |
| Headline  < 70 characters | A smarter app, designed for your business. |
| Graphic idea | For active invoicer and churned:  #1  Blue drawer > Tap Estimate > Send Estimate > Estimate status updated to approved  ~~New Estimate screen pre-populated > click send > Estimate sent screen > Estimate status screen > Estimate status screen: Estimate accepted > Convert to invoice > Invoices overview~~  See flow here: <https://drive.google.com/open?id=14wjgiavccSdDOJ8iTqMXUppm8x9i1_aJ&authuser=jkarlsson@squareup.com> |
| Body copy | It’s here! Your very own app to help you better manage your invoicing workflow. Download it today to:  Manage estimates, easily  Easily create and send estimates - then convert approved estimates to invoices in seconds.  Request deposits upfront  Send a deposit request in just a couple taps to break up and secure larger payments.  Get a free Invoicing App  Do more without paying more. Download the app for free on iOS and Android.  <CTA>  Square Invoices syncs with your existing Square account, so all you have to do is download, log in and pick right up where you left off. |
| Button (optional) | <Download now> |
| CTA URL |  |
| Secondary CTA | Learn more about the Square Invoices app |
| Secondary URL |  |

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# Email #2: Cross-Sell

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| In the inbox | |
| From | Square Invoices |
| Subject  30-40 characters | <FirstName>, meet the new Square Invoices app |
| Prehead  30-50 characters | Get paid faster with Square Invoices. |
|  | |
| Headline  < 70 characters | Send professional invoices.  Fast, free, and from your phone. |
| Graphic idea | #2  Invoices paid screen (buyer) > Invoices status update to paid |
| Body copy | Introducing the new Square Invoices app. Designed with easy-to-use features to help you request payment from anywhere. Download it today to:  Get paid faster  Invoices are easy to send, and even easier for your customers to pay.  Book your next big job  Send estimates and secure large or future orders with deposits.  Never miss a payment  Send reminders and track invoice status automatically to take out the work of getting paid.  <CTA>  Getting started is quick, easy, and 100% free. Square Invoices syncs with your existing Square account, so all you have to do is download, log in, and you’re ready to go. |
| Button (optional) | <Download now> |
| CTA URL |  |
| Secondary CTA | Learn more about the Square Invoices app |
| Secondary URL |  |

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# Email #3: Churned Invoices Merchants

|  |  |
| --- | --- |
| From | Square Invoices |
| Subject  30-40 characters | Our new app for invoices. Take another look. |
| Prehead  30-50 characters | Download today to try the newest features. |
|  | |
| Headline  < 70 characters | While you were away… |
| Graphic idea |  |
| Body copy | We’ve been hard at work building an app that will help you manage your invoices from anywhere. Download it today to:  Send Estimates  Easily create and send estimates - then convert approved estimates to invoices in seconds.  Request Deposits  Request a deposit to break up and secure larger payments.  Get a free Invoicing App  Do more without paying more. Download the app for free on iOS and Android.  <CTA>  Square Invoices syncs with your existing Square account, so all you have to do is download, log in and pick right up where you left off. |
| Button (optional) | <Download now> |
| CTA URL |  |
| Secondary CTA | Learn more about the Square Invoices app |
| Secondary URL |  |