

1. New Account & Welcome Emails

- **From Email:** welcome@brandsdiscounts.com

1.1. Welcome Email (After Account Creation/Signup)

- **Trigger:** A user successfully creates an account, separate from any purchase.
- **Subject:** Welcome to Brands Discounts! Your Style Journey Begins Now.

```
<p>Hi [Customer Name],</p>
<p>Welcome to <strong>Brands Discounts</strong>! We are thrilled to
have you as part of our community.</p>
<p>Your account has been successfully created. You can now track your
orders, manage your details, and see your loyalty points all in one
place.</p>
<p>As a special welcome, don't forget you can get your first item for
just <strong>$10</strong> on your initial order of <strong>$60 or
more</strong>, plus enjoy free domestic shipping!</p>
<p><a href="https://brandsdiscounts.com/shop">Start Shopping
Now</a></p>
<p>Best regards,<br/>The Brands Discounts Team</p>
```

1.2. Newsletter Opt-In (For Guests)

- **Trigger:** A guest user signs up for the newsletter without creating an account.
- **Subject:** ✨ Thanks for Subscribing to the Style Insider List!

```
<p>Hi there,</p>
<p>Thanks for joining the <strong>Brands Discounts Insider
List</strong>! Get ready for exclusive access to the latest trends,
style tips, early sale notifications, and special offers delivered
right to your inbox.</p>
```

<p>As a special welcome, you can get your first item for just
\$10 on your initial order of \$60 or
more, plus enjoy free domestic shipping!</p>
<p>Shop New Arrivals
Now</p>
<p>We're thrilled to have you!</p>
<p>Best regards,
The Brands Discounts Team</p>

2. Order Confirmation Emails

- **From Email:** orders@brandsdiscounts.com

2.1. Customer Used \$10 Offer

- **Trigger:** After a new customer completes their first purchase using the \$10 offer.
- **Subject:** 🎉 Welcome to Brands Discounts – Your \$10 First Item & Free Shipping Awaits!

<p>Hi [Customer Name],</p>
<p>Thank you for making your first purchase with us! We're excited
that you took advantage of our exclusive offer – any item for just
\$10 when you spend \$60 or more.</p>
<p>With this purchase, you've automatically joined our loyalty
program. Here's how it works:</p>

 Earn Points: For every \$1 spent (excluding
shipping), you earn 1 point.
 Redeem Rewards: 1 point equals a \$0.01
discount on your future orders.

<p>Visit your dashboard anytime to track your loyalty points, order
status, and exclusive rewards.</p>
<p>Welcome to the Brands Discounts family – happy shopping!</p>
<p>Best regards,
The Brands Discounts Team</p>
<p>For any questions, please reach us at hello@brandsdiscounts.com</p>

2.2. Customer Did NOT Use \$10 Offer

- **Trigger:** After a new customer makes a purchase but did not use the \$10 offer.
- **Subject:** We Noticed You Left the \$10 Offer Behind – Let's Make It Happen Next Time!

<p>Hi [Customer Name],</p>
<p>Thank you for your recent purchase at Brands Discounts. We noticed that you removed the \$10 first item offer from your cart this time.</p>
<p>We'd love for you to enjoy this exclusive deal on your next order. Remember, when you spend \$60 or more, you can get any item for just \$10 – and you'll be automatically enrolled in our loyalty program to earn points towards future discounts.</p>
<p>If you have any questions or need assistance, feel free to reach out.</p>
<p>We hope to see you back soon!</p>
<p>Warm regards,
The Brands Discounts Team</p>
<p>Need help? Contact us at hello@brandsdiscounts.com</p>

3. Order Status & Shipping Update Emails

- **From Email:** shipping@brandsdiscounts.com

3.1. Processing

- **Trigger:** Admin updates an order status to "Processing".
- **Subject:** Your Brands Discounts Order #[Order Number] is Processing

<p>Hi [Customer Name],</p>
<p>Just a quick update: Your recent order #[Order Number] is now being processed by our team.</p>

<p>We're carefully checking and preparing your items. We'll let you know as soon as it moves to the next stage.</p>
<p>Track My Order</p>
<p>Thanks for your patience!</p>
<p>Best regards,
The Brands Discounts Team</p>

3.2. Shipped

- **Trigger:** Admin updates an order status to "Shipped" and adds a tracking number.
- **Subject:** 🚚 It's Shipped! Your Brands Discounts Order #[Order Number] is On Its Way!

<p>Hi [Customer Name],</p>
<p>Get excited! Your order #[Order Number] has shipped and is officially on its way to you.</p>
<p>Carrier: [Carrier Name]

Tracking Number: [Tracking Number] (Click to track!)</p>
<p>Please allow 24-48 hours for tracking to become active.</p>
<p>View Order in Account</p>
<p>Best regards,
The Brands Discounts Team</p>

3.3. Delivered

- **Trigger:** Admin updates an order status to "Delivered".
- **Subject:** 🎉 Delivered! Your Brands Discounts Order #[Order Number] Has Arrived!

<p>Hi [Customer Name],</p>
<p>Great news! Tracking shows your order #[Order Number] was successfully delivered.</p>
<p>We hope you're already enjoying your new items! If you have any questions or concerns, please contact us at hello@brandsdiscounts.com.</p>

<p>View Order Details</p>
<p>Love your look? Tag @brandsdiscounts.official on Instagram with #BrandsDiscountsStyle to be featured!</p>
<p>Best regards,
The Brands Discounts Team</p>

3.4. Cancelled

- **Trigger:** Admin updates an order status to "Cancelled".
- **Subject:** Your Brands Discounts Order #[Order Number] has been cancelled

<p>Hi [Customer Name],</p>
<p>This is a confirmation that your order #[Order Number] has been cancelled and a full refund has been issued.</p>
<p>The refund may take 5-7 business days to appear on your original payment method. If you have any questions, please don't hesitate to contact us.</p>
<p>We hope to see you again soon.</p>
<p>Best regards,
The Brands Discounts Team</p>

4. Account Management Emails

- **From Email:** accounts@brandsdiscounts.com

4.1. Password Reset Request

- **Trigger:** A user requests a password reset.
- **Subject:** Reset Your Brands Discounts Password

<p>Hi [Customer Name],</p>

<p>We received a request to reset your password. Click the link below to set a new password for your account. This link is valid for 1 hour.</p>
<p>Reset Your Password</p>
<p>If you did not request a password reset, you can safely ignore this email.</p>
<p>Best regards,
The Brands Discounts Team</p>

4.2. Password Change Confirmation

- **Trigger:** After a user successfully changes their password.
- **Subject:** Your Brands Discounts Password Has Been Updated

<p>Hi [Customer Name],</p>
<p>This email confirms that the password for your Brands Discounts account has been successfully changed.</p>
<p>If you did not make this change, please contact our support team immediately at support@brandsdiscounts.com.</p>
<p>Best regards,
The Brands Discounts Team</p>

5. Customer Service Emails

- **From Email:** support@brandsdiscounts.com

5.1. Customer Service Reply

- **Trigger:** A customer sends a message via the contact form; this is the auto-reply.
- **Subject:** Re: Your Inquiry to Brands Discounts

<p>Hi [Customer Name],</p>
<p>Thank you for contacting us. This is a confirmation that we have received your message and our team will get back to you as soon as possible.</p>

```
<p>Your inquiry details:</p>
<blockquote style="border-left: 2px solid #ccc; padding-left: 1em;
margin-left: 1em; color: #666;">
    <p>[Original Customer Message]</p>
</blockquote>
<p>Our typical response time is within 24 business hours.</p>
<p>Best regards,<br/>The Brands Discounts Team</p>
```

6. Admin & System Notifications

- **From Email:** noreply@brandsdiscounts.com

6.1. Superadmin Sale Notification


- **Trigger:** When any order is successfully processed from any sales channel.
- **To:** superadmin@brandsdiscounts.com
- **Subject:** New Sale Notification: Order #[Order Number] on [Platform Name]

```
<p>A new sale has been recorded.</p>
<ul>
    <li><strong>Order ID:</strong> #[Order Number]</li>
    <li><strong>Platform:</strong> [Platform Name]</li>
    <li><strong>Total Amount:</strong> $[Total Amount]</li>
    <li><strong>Customer:</strong> [Customer Name]</li>
    <li><strong>Items:</strong>
        <ul>
            <!-- Loop through items here -->
            <li>[Quantity] x [Product Name] (SKU: [SKU])</li>
        </ul>
    </li>
</ul>
<p>Inventory has been updated accordingly.</p>
```

7. Abandoned Checkout Emails

- **From Email:** promo@brandsdiscounts.com

7.1. Abandoned Checkout Reminder

- **Trigger:** Customer starts checkout but does not complete within 2 hours.
- **Subject:** You left something in your bag 

```
<p>Hi [Customer Name],</p>
<p>Looks like you left a few things in your bag. We've saved your
cart-check out now before they sell out.</p>

<p><strong>Special offer:</strong> Use code <strong>[Discount
Code]</strong> at checkout. Expires [Discount Expiry Date].</p>

<p><a href="[Cart Restore URL]">Return to Your Cart</a></p>

<p><strong>Your saved items:</strong></p>
<ul>
  <!-- Loop through cart items -->
  <li>
    <a href="[Item URL]">[Product Name]</a> - [Variant / Size /
Color] - Qty: [Quantity] - [Line Total]
    <br/>
  </li>
  <!-- End loop -->
</ul>

<p><strong>Summary</strong><br/>
Subtotal: [Subtotal]<br/>
Discount: -[Discount Amount]<br/>
Shipping: Calculated at checkout<br/>
Estimated total: <strong>[Estimated Total]</strong></p>
```


<p>Need help? Reply to this email or contact us at support@brandsdiscounts.com.</p>

<p>Best regards,
The Brands Discounts Team</p>

<p style="color:#888; font-size:12px; margin-top:24px;">You're receiving this because you started checkout at Brands Discounts with this email address. If this wasn't you, please ignore this message.</p>

</p>

<p style="color:#888; font-size:12px;">

Manage preferences · Unsubscribe

© [Current Year] Brands Discounts, [Physical Address]

</p>

8. Refund Confirmation Emails

- **From Email:** orders@brandsdiscounts.com

8.1. Refund Issued Confirmation

- **Trigger:** Refund is processed for an order (partial or full).
- **Subject:** Your Refund for Order #[Order Number] Has Been Processed

<p>Hi [Customer Name],</p>

<p>We've processed your refund for order #[Order Number].</p>

<p>Refund Amount: \$[Refund Amount]

Payment Method: [Payment Method Last 4 Digits]

Refund Date: [Refund Date]</p>

<p>Please note it may take 5–7 business days for the refund to appear on your original payment method, depending on your bank or provider.</p>

<p>View Order
Details</p>

<p>If you have any questions, feel free to reach out to us at support@brandsdiscounts.com<
/a>.</p>

<p>Best regards,
The Brands Discounts Team</p>