Verification Email:

Trigger: New user sign-up and account creation

Subject: Lal10 Customer Account Verification

Body:

Hi <User Name>

We would like to welcome you to Lal10.

We have created a customer account for you. All you have to do is verify your email by clicking on 'Activate'.

Activate

Make sure to subscribe to our email newsletter to keep receiving regular updates on our new product collections, offers, and promotions

Subscribe

Happy Sourcing!

Subscription Email:

Trigger: User clicks on 'Subscribe' button on website or on other emails

Subject: Thank you for subscribing to Lal10 Newsletter!

Body:

Thank you for subscribing to our periodic newsletter, <User Name>.

You will be the first to know about our new product collections, website updates, and all our best offers and promotions.

Happy Sourcing!

Shop Now

Exhibition Email:

Trigger: User registering for Lal10 Showcase Online Exhibition on the website

Subject: Thank you for registering for Lal10's Next Showcase!

Body:

Thank you for registering for our next product showcase exhibition, <User Name>.

We will be sending you the web conference link shortly on this email id.

Make sure to subscribe to our email newsletter to keep receiving regular updates on our next product showcase, new collections, promotions, and offers.

Subscribe

Happy Sourcing!

Forgot Password Email:

Trigger: User clicks on 'Forgot Password' during the sign-in process

Subject: Reset your Lal10 Password

Body:

Hi <User Name>

Looks like you tried to reset your Lal10 password.

If it was you who initiated this request, click on 'Reset Password'

Reset Password

Kindly ignore this email if you did not initiate this request.

Order Confirmation Email:

Subject: Thank you for ordering on Lal10!

Trigger: User Invoice is generated from admin panel for the user's order

Attachments: Admin panel-generated Invoice

Body:

Hi <User Name>

Thank you for placing your order on Lal10!

You can check the status of your order in the My Orders section of your account.

We have also attached the invoice for your order along with this email.

Make sure to subscribe to our email newsletter to keep receiving regular updates on our new product collections, offers, and promotions

Subscribe

Happy Sourcing!

Enquiry Confirmation Email:

Subject: Thank you for placing an enquiry on Lal10!

Trigger: User places an enquiry on Lal10

Body:

Hi <User Name>

Thank you for placing an enquiry on Lal10!

You can check the status of your enquiry in the My Enquiries section of your account.

Make sure to subscribe to our email newsletter to keep receiving regular updates on our new product collections, offers, and promotions

[Subscribe]

Happy Sourcing!

Annexure:

Key to understand the format:

1. Body of the email - **Body**
2. Subject of the email - **Subject**
3. Action triggering the email - **Trigger**
4. Attachments with the email, if any - **Attachments**
5. Normal text - You can check the status…
6. Larger text to emphasise the message - Thank you for…
7. Placeholder text. Will be replaced by a variable value - <User Name>
8. Link to the respective page on the website - My Enquiries
9. CTA's performing specific actions as specified -

[Subscribe]