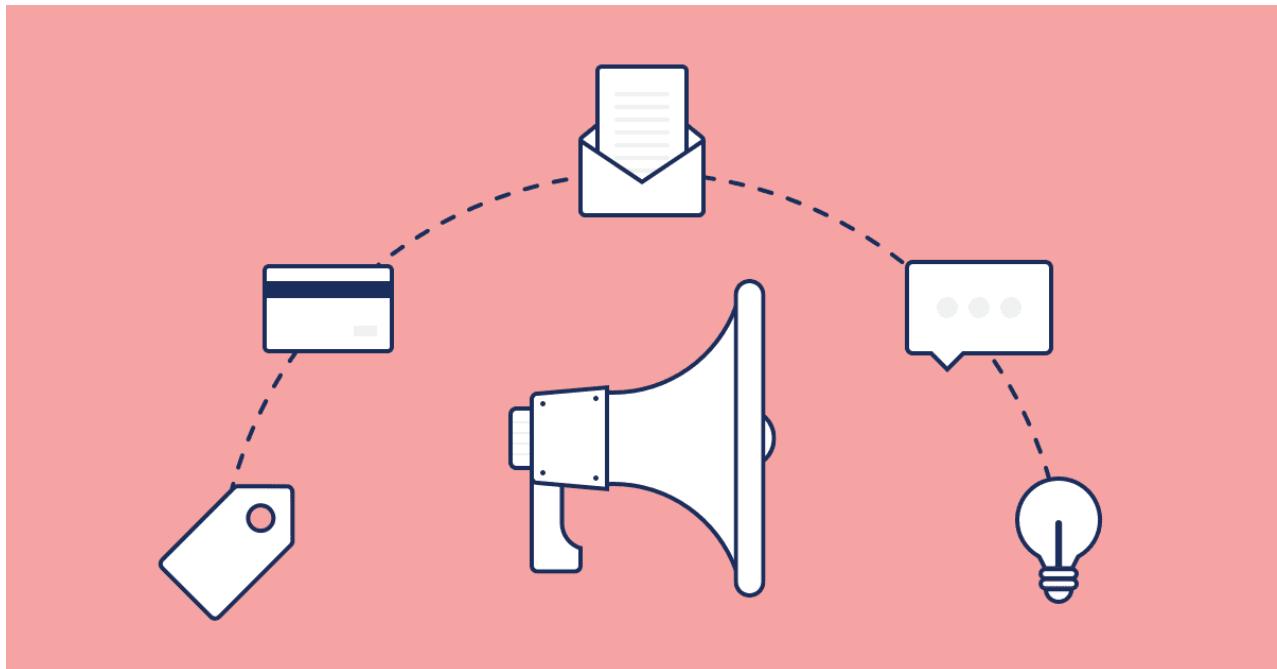


Promotional Emails: 33 Examples, Ideas, and Best Practices

 getvero.com/resources/guides/lifecycle-marketing/promotional-emails



We all have go-to ways to create great email campaigns. While it's not always easy to crack how to get your recipients excited about email promotion – now you can use our shortcut.

There's no one template to follow to verify the quality of your promotional email, but there are many elements that make your offer complete.

In this guide, we'll look at nine categories of great promotional email examples, and give you key takeaways that will help you craft emails that will delight your recipients and drive more revenue for your business.

What is a promotional email?

Promotional emails are a simple, yet powerful way to spread the word about your product or service. The objective of promotional emails is to increase awareness, generate revenue or improve customer retention/ loyalty.

Promotional emails are an essential part of any effective email marketing strategy.

According to recent studies:

- 49% of customers said they would like to receive promotional emails from their favorite retail brands on a weekly basis (Statista).
- Nearly 80% of retail professionals indicate that email marketing is one of the greatest drivers of customer acquisition and retention (eMarketer).

- For every \$1 you spend on email marketing, you can expect an average return of \$44 ([WordStream](#)).

Email annotations for Gmail's Promotions tab

An important thing to keep in mind when designing promotional emails is [email deliverability](#) and inbox placement.

Remember, the [Promotional and Social Tabs rollout](#) back in 2013? Gmail introduced this update to improve the user experience, by filtering emails into tabs based on sender and content.

Now in 2019, a new update has arrived – [Annotations in the Promotions tab](#). Using Gmail annotations can help you engage customers, by highlighting your:

- Logo
- Deal Badge
- Discount code
- Expiration date
- Single Image Preview

These annotations are displayed in the inbox preview on both Android and iOS (scheduled to roll out on desktop early this year), giving you a great opportunity to highlight key information like deals, expiration dates, and promo codes.

Send promotional newsletters without syncing your data

[Connect CSVs](#), [Google Sheets](#), [Airtable](#), [databases](#) and more, [define an audience](#) and send a newsletter – all without syncing your data *again*.

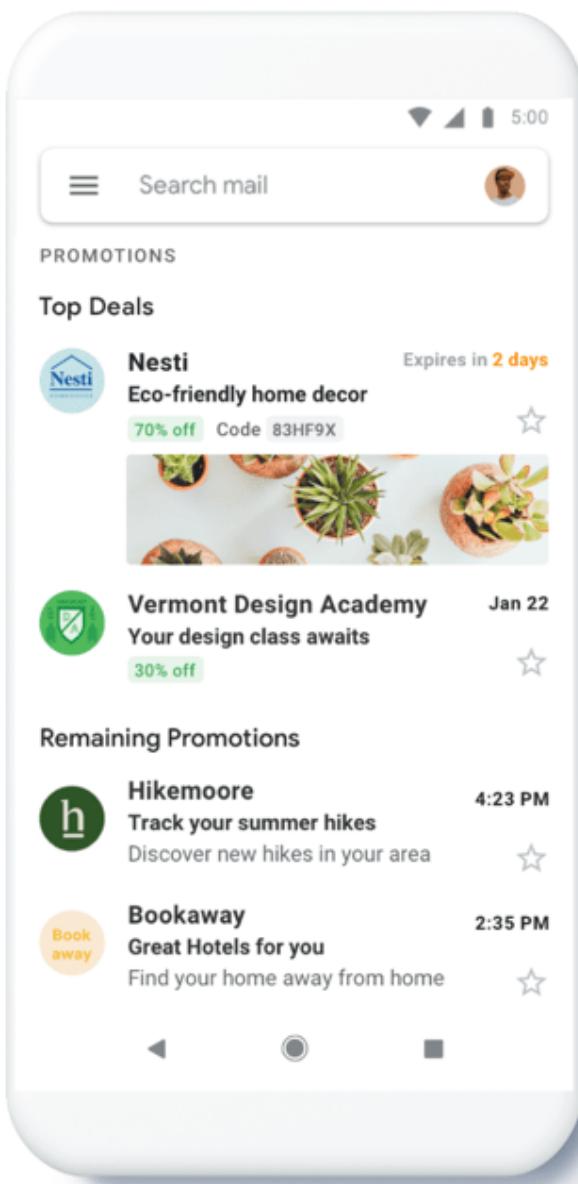
[Get your free account](#)

Image source: [Official Gmail blog](#)

This new annotations feature has been created so that Gmail can rank the most relevant promotional emails and provide customers with a better email experience.

The email ranking is based on Google's specific filters, and your customer engagement metrics will impact the visibility of your emails. Using Gmail annotations will help your email qualify as a 'Top deal', although it's not guaranteed. All other promotional emails are placed in the 'Remaining promotions' section.

[Read this guide](#) to find out how to add Gmail annotations to your email.



33 Promotional Email Examples

Let's take a look at some of the best promotional emails examples out there.

Special Offer Emails

Be careful with special offer emails. It's the kind of stuff that people can get annoyed with. When you send a special offer, segment your audience and use personalization to ensure the offer is relevant. You don't want to send a discount code to someone who just paid full price yesterday.

When there is real value for the customer, there can be real value for the business too. As long as you maintain that balance, special offers can be a win-win.

Subject line: **There's no time like the present**

Headspace's promotional email is one of our favorite examples. The hero image conveys friendly, positive vibes that help reinforce the benefit that the recipient will receive from Headspace. It makes a subtle and very engaging combination.

The further narrative gives you a few serious reasons to start meditating. There's never too much positivity, compassion or new people in your life, after all! 😊

Headspace uses the email subject line to offer a clear incentive and follow up with a bold CTA to prompt action. Supported by a clear benefit that life will be better when they join Headspace.

Headspace incorporates an offer end date to introduce scarcity and prompt the recipient to take action quickly.

 HEADSPACE®

Who doesn't love 40% off?

[JOIN NOW](#)

Meet someone new in 2019. Headspace increases compassion and positivity, so you'll make friends a little easier. Get going with 40% off your first year.*

*Offer ends February 1, 2019

If you have any questions, please email us at help@headspace.com or visit our [FAQs](#). You can also chat with a real live human during our operating hours. They can answer questions about your account or help you with your meditation practice.



[Headspace](#) | [How it works](#) | [FAQs](#) | [T&Cs](#)

You have received this email as a registered user of [Headspace.com](#)
You can [unsubscribe](#) from these emails here
(Don't worry, we won't take it personally).
[2415 Michigan Ave. | Santa Monica, CA 90404 | United States.](#)
Company Number: 07094561

© Headspace, Inc.

Moo

Subject line: **Don't forget your 10% off!**

Moo's promotion lures you in with 10% off for their great quality print products. The brand again builds up trust with a promise "*if your order's not exactly how you pictured it, we'll reprint it for free!*" That efficiently eases anxiety about making a purchase.

Sounds like a bulletproof sales offer.

Check out [Moo's welcome email example](#) to understand how they craft an excellent email experience.

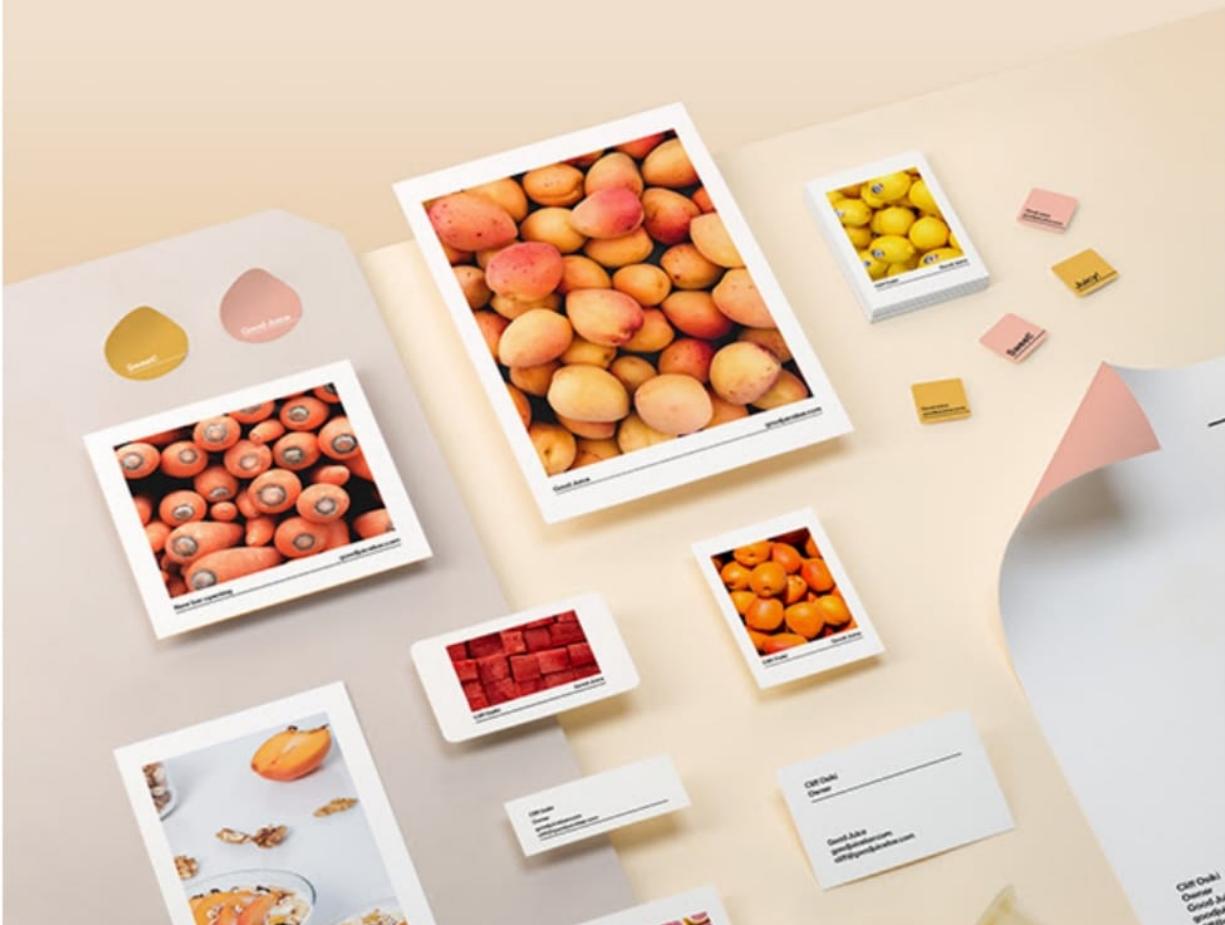
[Products](#)[Inspiration](#)[10+ Employees?](#)[Help & FAQ](#)[Account](#)

10% off. Just waiting for you.

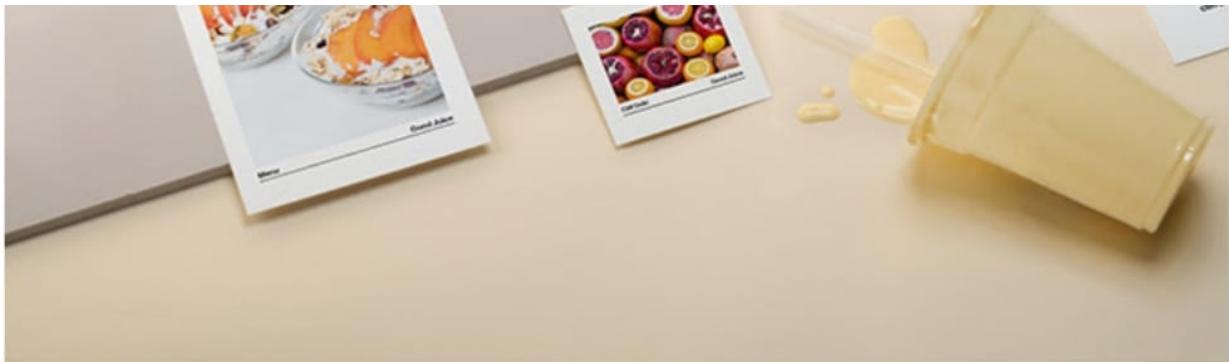
See your ideas come to life with great quality print products. Showcase loads of different designs in every pack. Then get your next creative idea down in a MOO Notebook. And if your order's not exactly how you pictured it, we'll reprint it for free!

[Shop 10% off](#)

(Or use HSWFSC at checkout)



Cat Oishi
Owner
Good Juju
goodjuju.com



Customers trust us

That's why they've rated us 9.6 out of 10 on Trustpilot. Excellent stuff.



The MOO promise

We move heaven and earth so you're happy with your order!



Printfinity

Print a different design on every card. One pack, lots of images!



[Unsubscribe](#) | [View online](#) | [Privacy policy](#) | [Refer a friend](#)

*To enjoy 10% off your first order, click the link above or use HELLO10 at checkout. Offer not valid for gift cards, shipping, or kittens (as cute as they are, we don't actually sell kittens).



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Company Number: 5121723

Space NK

Subject line: **Enjoy £15 off every £60 spent**

This is a great promotional email example. Space NK uses everything from a money-off incentive, scarcity – ‘Limited time only’, social proof to personalization.

Also, Space NK uses social proof which gives you some ‘top-rated’ shopping ideas and 5-star reviews from other customers. This eases customer anxieties about whether the brand is reputable and can be trusted.

Space NK uses specific user account information to personalize their emails with relevant product recommendations and account usage summary.

Although there are many, small “Shop now” CTAs sprinkled across this email template, the primary CTA is clear and stands out from other content.

Plus, discover beauty lovers' favourites
If you are unable to view this email, please [click here](#)



NEW

SKINCARE

MAKEUP

BRANDS

LIMITED TIME ONLY • ONLINE & IN-STORE

**EXPLORE
NEW BEAUTY
ENJOY £15 OFF
EVERY £60 SPENT**

SHOP NOW

Online and in-store. Ends 11.59pm, 11th February, 2019.
Maximum discount £375. Excludes gift cards, sale items and delivery charges.

TOP RATED



From nourishing face creams to long-lasting lipsticks, discover the products you rated highly time and time again.

SHOP NOW



BY TERRY
Lip-Expert Matte
£29



"I love the consistency of the lipstick. I will definitely add this to my list of favourites. Can't wait to try other colours. Another great buy from By Terry."

Lauralei

[SHOP NOW](#)



BY TERRY
Lip-Expert Shine
£29



"I LOVE this Lip-Expert lipstick. The colour is great and long-lasting. My lips felt smooth, moisturised and comfortable all-day. I cannot recommend enough!"

FitNic

[SHOP NOW](#)



RÉVIVE
Moisturising Renewal Eye Cream
£100



"I have been using RéVive for years and ..."



KATE SOMERVILLE
Goat Milk Moisturizing Cream
£55



"A real gem, if you have sensitive skin ..."

am a huge fan of the brand. This eye cream is my favourite product, as it is so hydrating and is the only cream that gets rid of my fine lines under the eyes."

Nina Lisa

[SHOP NOW](#)

and need comfort this is a fab product. The texture is perfect and the effect on the skin is lovely. I love the packaging - it's so functional and clean!"

MJames

[SHOP NOW](#)



MALIN + GOETZ
Intensive Hair Conditioner
£23



"My hair is very dry from colouring and heat styling but after using this it feels a lot softer, bouncier and more hydrated. I would definitely recommend this product."

MelissaS

[SHOP NOW](#)



LAURA MERCIER
Verbena Gel Body Moisture
£34



"This is a really lovely product with a fresh leafy-lemony scent and a light whipped texture that is very moisturising."

SammyV

[SHOP NOW](#)

[SHOP TOP RATED](#)

Moo 2

Subject: Special Edition. Gold Foil. ALL YOURS with your next purchase.

Just one more promotional email from Moo. As you can see, they structured the subject line so that it highlights all the key points of this offer.

Moo uses the image 'Last chance' and body copy 'Offer ends midnight 2 January 2019' to create a sense of urgency to act fast. Without a limited time offer, recipients may decide to leave the purchase until later, and some will likely forget about it completely.

Cialdini's six influences of persuasion include the principle: scarcity. This is based on the premise that people are more likely to do something if they believe the opportunity to do so may not come again. We don't like to miss out, so we want to do something while we have the chance.

This scarcity principle is commonly used in two ways: limiting the offer by the volume available (short supply) or limiting the offer to a specific time period.

Read more about [Cialdini's six principles of persuasion](#) and how to apply them to your promotional emails to increase conversions.

[Products](#)[Inspiration](#)[10+ Employees?](#)[Help & FAQ](#)[Account](#)

Grab your gold!

Don't miss your chance to grab 25 FREE* Special Edition Gold Foil Thank You Postcards when you add them to your order of 2 or more products. Use code THANKSMUCH at checkout. Offer ends midnight 2 January, 2019.

1

[Add Postcard](#)

Add the Special Edition Postcard to your cart.

2

[Shop](#)

Add 2 or more of your chosen products to your cart.

3

[Apply Code](#)

Enter promo code THANKSMUCH at checkout.

[Shop now](#)



[Unsubscribe](#) | [View online](#) | [Privacy policy](#) | [Refer a friend](#)

*Offer valid when you add Special Edition Postcards and two additional products to your order. Enter promo code THANKSMUCH at checkout. Single use per customer (excludes Gift Cards, White Label Packaging and Sample Packs). Cannot be used in conjunction with other discounts. Not available to MOO Business Services accounts. Offer ends at midnight on 2 January, 2019 (or while supplies last).



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Company Number: 5121723

500px

Subject line: **Boo! Enjoy this Halloween treat**

Most 500px users are familiar with “Plus” and “Awesome” accounts. They are mentioned frequently in emails and calls to action to upgrade are all over the site. So when an email shows up offering a discount, there is a foundation of knowledge in place.

The important parts of this promotional email – “15% off” and “Upgrade Now” – contrast nicely with the white background. Users will know exactly what to do.

Don't miss out on this special offer!

[View this email in your browser](#)



"Seeker" by ping huang

Step into the Halloween spirit with this special treat



Whether you want to create terrifying zombie portraits or capture a haunted landscape, we're here with the right tools to help you.

Take 15% off Plus and Awesome accounts and enjoy unlimited uploads, advanced Google Analytics statistics, customizable portfolios, unlimited sets, and more.

[Upgrade now!](#)

Copyright © 2014 500px, All rights reserved.

You're receiving this e-mail because you're signed up to receive communications from 500px.
Change your [subscription settings](#) or [unsubscribe](#) instantly.

Our mailing address is:
20 Duncan St
Toronto ON Canada
M5H 3G8

CrashPlan

Subject line: **Save on CrashPlan Gifts & Get 2 Months on Us**

The copy in this promotional email is all about giving, not getting.

Special offers are often seasonal and CrashPlan did something interesting with this holiday email. If you give CrashPlan to someone else, you get two free months for yourself. This is useful to people are the holidays and the added incentive makes it an especially useful email.

Give the gift of CrashPlan for 30% off.



Support

My Account



Give a Gift & Get One Back This Holiday

30% off CrashPlan for someone you love
& 2 free months for yourself.

It's that time of year once again. Give a loved one unlimited backup and save 30%. Then, you get an extra 2 free months added to your CrashPlan subscription just for being the generous type.

Introduce them to the same Code42 cloud perks that you love:

- Silent, continuous backup
- Battle-tested security: 448-bit encryption
- Adaptability to any device
- No limits on file size or type
- Helpful support from Code42

Give peace of mind to that special someone whose entire digital life is just sitting there unprotected.

Redeem this great deal today before the holiday season is over.

START GIFTING

Thanks for your continued business,
Your friends at Code42

eBay

Subject line: **You have a special offer from eBay**

What newsletters will you send?

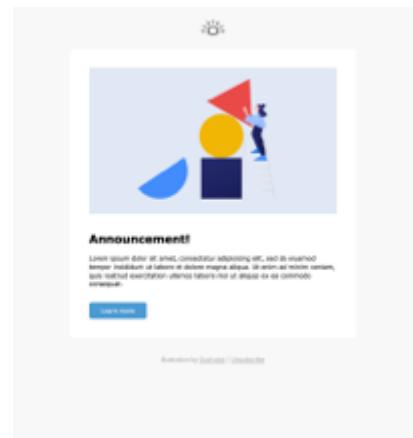
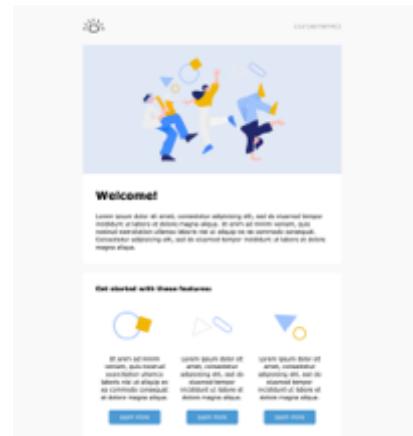
Use Vero to send newsletters to your customers. Integrates with Airtable, PostgreSQL and more. Send up to 20,000 messages per month free.

Select a template to begin

- Welcome
- Announcement
- Blog update

This special offer is framed like a transactional email. The subject line – “**You have a special offer from eBay**” – sounds more like a casual notification than a promotional email campaign.

The offer itself is sold by the items you could have, *if only* you had PayPal Credit. This is a perfect example of benefits over features.



Weekly Roundup

Read our most popular posts of the week.



Blog post title

Curabitur etiam ante ut enim, congue dolor sed semper, etiam etiam tempus. Curabitur etiam ante ut enim, congue dolor sed semper, etiam etiam tempus. Curabitur etiam ante ut enim, congue dolor sed semper, etiam etiam tempus. Curabitur etiam ante ut enim, congue dolor sed semper, etiam etiam tempus.

[Read more](#)





Fashion | Electronics | Collectibles | Daily Deals | Sell To Buy

GIVE HOLIDAY CHEER AND GET \$10 BACK

Spread cheer with great gifts and get more time to pay for them when you check out with PayPal and choose PayPal Credit. Enjoy up to 12 months special financing—and get \$10 back!

Subject to credit approval. [See terms](#)

[Apply now](#)



Enjoy the flexibility of financing with PayPal Credit this holiday season. It's a convenient credit line available at [PayPal.com/credit](#).

ebay and thousands of additional retailers.

Apply
now



ebay MONEY BACK GUARANTEE [See what's included](#)



Starbucks

Subject line: **Enjoy 3 holiday drinks, get another free**

It's not surprising to see a great email from Starbucks. They send some of the best promotional emails out there (Also, [see their newest welcome email](#)).

In this email, which is sent only to "members", they offer a buy three, get one free deal for a very limited time. Nearly all Starbucks offers are time-sensitive. This is because they need people to actually come to visit a location, not just order things online.

Bring your friends and indulge in the season | View online

MY STARBUCKS
REWARDS™



YOUR ACCOUNT

MEMBER EXCLUSIVE



BUY 3, GET ONE FREE



SHARE HOLIDAY
FLAVORS



Get together with your friends and enjoy a round of handcrafted holiday drinks. Cozy up with hot drinks, or try your favorite handcrafted over ice.

Choose from these featured items:

Peppermint Mocha • Caramel Brûlée Latte

Eggnog Latte • Gingerbread Latte

Chestnut Praline Latte



MEMBER EXCLUSIVE

BUY 3, GET 1 FREE

On any holiday handcrafted espresso
or Frappuccino® Blended Beverage.

November 25–December 1

At participating Starbucks® stores.

PAY WITH YOUR REGISTERED STARBUCKS CARD/APP

SHOW THIS CODE TO YOUR BARISTA

2270

ENJOY THIS COUPON CODE ONE TIME



my
STARBUCKS IDEA

SHARE IDEAS



LIKE US



FOLLOW US

Sales Emails

Avoid the gray area of email marketing. You know, that space where you aren't really sure if the email you're sending will end up in the inbox or a spam folder. Sale emails can be dangerous. Send them **only** to people who have explicitly requested them and consistently engage with your emails.

Low engagement rates are a spam signal. Tread lightly.

Zalando

Subject line: **Last orders: spend more to save**

Zalando's example embraces simplicity, personalization, and visualization. This promotional email is based on a very simple message "Spend to save".

Also, the narrative creates a sense of urgency in the subject line and first paragraph. You're advised to hurry up since the clock is ticking and this sale will end soon.

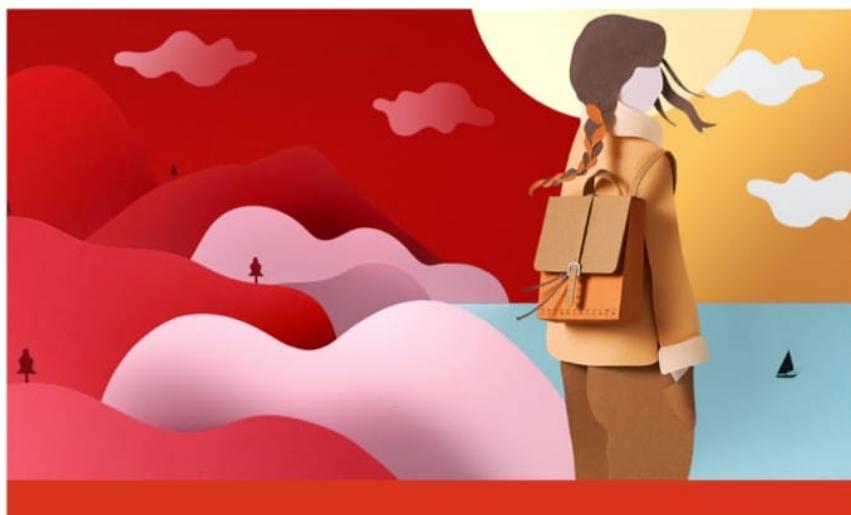
[View Online Version](#)



Clothing | Shoes | Premium

SPEND TO SAVE

Spend more & save up to 20%



The more you spend, the more you save. But hurry - sale ends Sunday.

GET 10% OFF £100

GET 15% OFF £150

GET 20% OFF £200

VOUCHER CODE*:

LASTORDERS

SHOP SALE

*Terms & Conditions can be found [at the bottom of the email](#).

Your sale suggestions



Tommy Jeans

£79.99 ~~£63.99~~

Levi's®

£84.99 ~~£67.99~~



Venice Beach

£43.99 ~~£35.19~~

mint&berry

£54.99 ~~£38.49~~



Tom Joule

WEEKEND MaxMara

£69.99 £55.99

£84.99 £34.00

Save big on brands

FILIPPA K

CALVIN KLEIN

MICHAEL KORS

Grammarly

Subject line: **TODAY ONLY: 55% OFF Annual Plans**

This Grammarly's promotion uses a hands-on-deck rule and bets on a solid money-off incentive. And TODAY ONLY in the subject line creates a sense of urgency to encourage recipients to take action and open the email now.



grammarly

Get 55% Off 1 Year →

TODAY ONLY:

55% Off Annual Plans



From work emails to status updates to your next blog post, Grammarly Premium helps you show up as your best self everywhere you write on the Internet. Claim an Annual Plan by midnight tonight and get an unbelievable **55% OFF!**

[Upgrade Now](#)



[Upgrade to Grammarly Premium](#) [Learn more](#)

[View Web Version](#) · [Email Preferences](#) · [Unsubscribe](#)

You received this offer for Grammarly Premium because you are currently opted in to receive them via your preference settings. You may adjust your preferences at any time by

clicking the link above.

© 2018 Grammarly, Inc., 548 Market St. #35410, San Francisco, CA 94104

The Guardian

Subject line: **Save up to 52% – offer ends tomorrow**

In addition to the solid 52% discount on the annual subscription, limited to 24 hours, you have an extra incentive: two newspapers (The Guardian and The Observer – the sister newspaper published on Sundays) at a single price.

The Guardian

Save up to 52% Subscribe today

Offer
ends
tomorrow



Become a Guardian and Observer subscriber today and you'll save up to 52% for a year. That's an additional 25%, on top of the brilliant savings that subscribers already enjoy.

But you'll need to be quick - this offer ends tomorrow.

Your newsagent won't miss out on a penny, because they'll receive the same amount as if you'd paid for your newspaper in cash. And if you're heading away, you won't have to pay - since you can take a break from your subscription for up to four weeks a year.

Become a Guardian subscriber today and save up to 52% for a year.

But remember - this offer ends tomorrow.

[Subscribe now](#)



[Sign up for more](#) [Unsubscribe](#)

This offer is subject to specific terms and conditions, which you can find at gu.com/subscriptions/terms. For full subscription terms and conditions visit theguardian.com/subscriber-direct/subscription-terms-and-conditions

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Crate and Barrel

Subject line: **Our biggest sale of the year.**

Crate and Barrel does a great job emphasizing the “60% off” in a contrasting color. That number is key and this entire promotional email is built around drawing attention to it.

It's our biggest sale of the year.

Up to 60% off Winter Clearance

Save on select holiday entertaining, dinnerware, drinkware, cookware, pillows, rugs and furniture, including markdowns on furniture floor samples and one-of-a-kind items.*While quantities last. [Shop now ▶](#)



Jackthreads

Subject line: **The Jacktober Sales Event Starts Now**

This promotional email is loaded with eye candy. The photos are great, the clothes and accessories look great and there are several calls to action in the body of the email.



TODAY'S SALES

TOP SELLERS

CLOTHING

SHOES

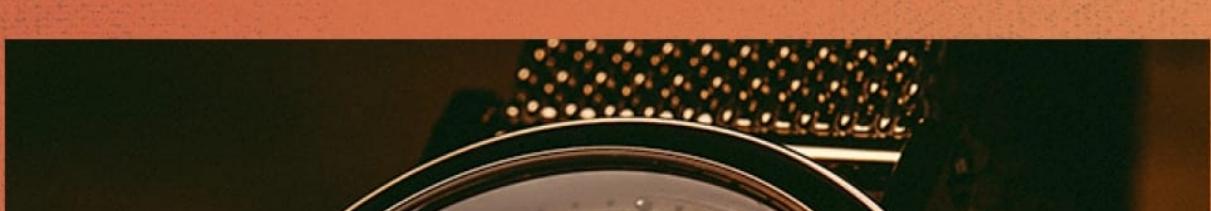
THE
JACKTOBER
SALES EVENT

This Season's Top Sellers. This Weekend Only. Crazy Markdowns. ►



COATS AND JACKETS
UP TO 50% OFF

[SHOP NOW](#)

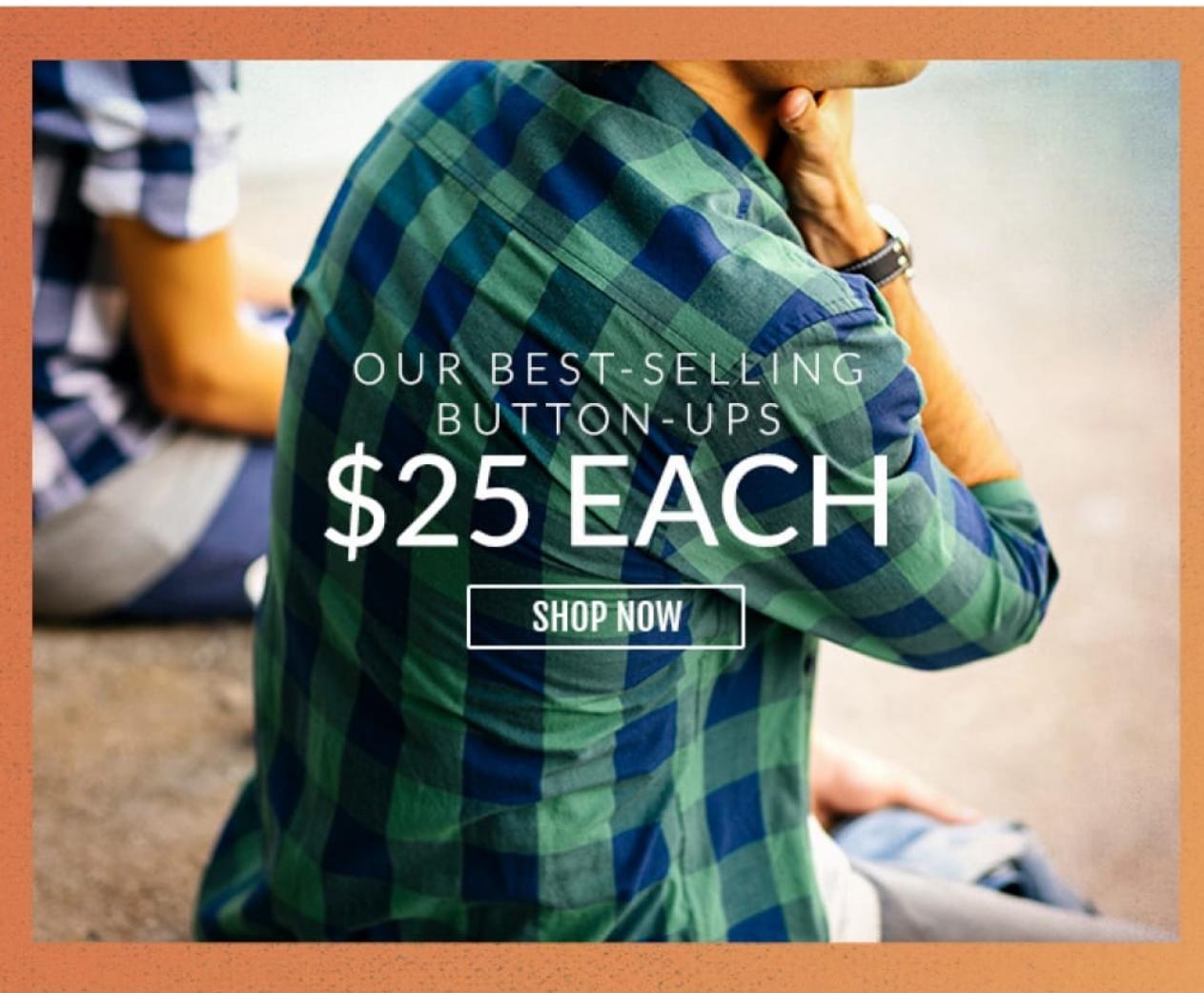




PREMIUM WATCHES

UP TO 85% OFF

[SHOP NOW](#)



OUR BEST-SELLING
BUTTON-UPS

\$25 EACH

[SHOP NOW](#)



Target

Subject line: **Prep for less with the home for the holidays' sale.**

This is a common theme you'll see from big retailers. They throw a bunch of things at the wall and see what sticks. If you've got data, it's much better to personalize but if your product selection is as broad as Target's, you can use it to your advantage.

This promotional email works because **it gets the customer thinking about possibilities.** “I don't *need* a new camera but that's a really good deal.” Use this tactic carefully as it can backfire.



Up to 30% off furniture & more. Invite everyone.



Weekly Ad



[clothing](#) [shoes](#) [baby](#) [home](#) [kitchen](#) [furniture](#) [electronics](#) [toys](#) [clearance](#)

SAVE UP TO 30% ON HOME ITEMS*

during the home for the holidays sale.

[furniture](#)

[all home](#)



[bedding](#)



[decor](#)



[rugs](#)



[kitchen](#)



*Save 5–30% on select. [Offer details.](#)

NEW

FREE SHIPPING right now on every order*

[Shop Now ›](#)

*Offer details.

buy two video games, get one free.*

hundreds of titles, including
new releases.

[Xbox One](#)

[Xbox 360](#)

[Playstation 4](#)

[Playstation 3](#)

[Nintendo Wii U](#)

[all video games](#)



*Save on select. [Offer details.](#)

sale on family sleepwear.*

women's

men's

girls'

boys'

baby & toddler girl

baby & toddler boy



[*Offer details.](#)

snap up these camera deals.

point & shoot

digital slr

all camera deals

electronics deals



kick up those holiday heels & party in style.

women's boots

all women's shoes



flats

heels & pumps

clearance. save up to 65%.

[clothing](#)

[shoes](#)

[home](#)

[more](#)

women's

women's

furniture

baby

men's

men's

home decor

toys

girls'

girls'

bedding

electronics

boys'

boys'

dining

beauty

Save 15–65%.

Get 5% off every day with the REDcard®.

[learn more](#)



[shop Target.com](#) [find a store](#) [privacy](#) [help](#)





Holiday Offer Emails

Everyone expects to get more emails during the holidays.

What newsletters will you send?

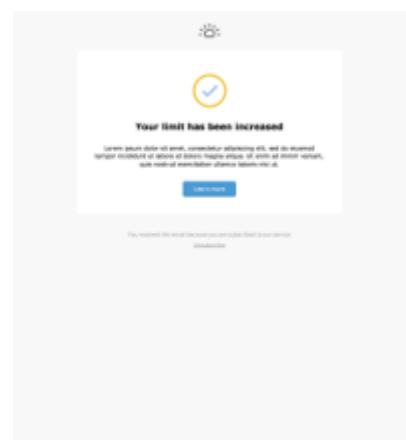
Use Vero to send newsletters to your customers. Integrates with Airtable, PostgreSQL and more. Send up to 20,000 messages per month free.

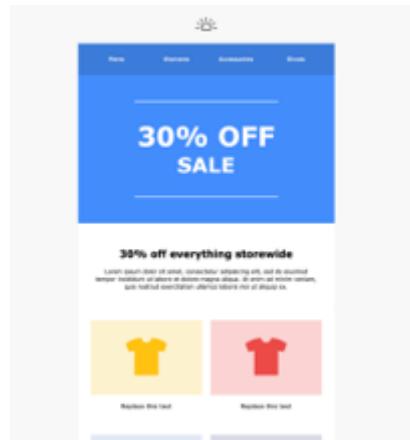
Select a template to begin

- [Notification](#)
- [Product update](#)
- [Promotion](#)

You have a green light to send a promotional email (to people who opted in) but not to badger your subscribers or annoy them.

Use the built-in context of the holidays to craft a message that will be welcome in the inbox.





Tod's

Subject line: **Valentine's Day – Somebody to Love**

Tod's newest promotional email is definitely something to see. They use colors and a short message to transport you to their picturesque fairy tale and tell captivating stories to drive your attention. All of Tod's campaigns are stylish and consistent. Clear terms of the offer are highlighted at the top of the email to keep you informed and the offer transparent.

The newest Valentine's promotional email aligns with Tod's overall marketing communication. Tod's team knows how to add some sugar, but not overdo it, and keep it classy.

If you cannot view this message click [here](#)

**GUARANTEED DELIVERY BY 14/02 WITH STANDARD SHIPPING
UNTIL 06/02 AND WITH EXPRESS SHIPPING UNTIL 10/02**



WOMAN

MAN

BOUTIQUE



SOMEBODY TO LOVE

Fall in love with the Tod's Valentine's Day gift collection, a lively mix that boasts with

Fall in love with the Tod's Valentine's Day gift selection, a lovely mix that beats with romantic heart-shaped silhouettes and signature details.

[Shop Now](#)





FIND YOUR NEAREST BOUTIQUE



This email was sent to:kasia@getvero.com
If you do not want to receive Newsletter from Tod's please [click here](#)

Tod's S.p.a. [Via Filippo Della Valle 1 - 63811 S. Elpidio a Mare \(FM\) Italy](#)

Monzo

Subject line: **Give the gift of Monzo this Christmas**

Christmas it all about giving. With Monzo, you can share a discount of £10 with your friends, and make them happier during this special time of the year.

Monzo's Christmas offer is a fine example of how to use seasonality to promote your customer referral program. Each friend you refer will receive £10 when they become a Monzo customer. This is a great way to reach new customers and reward existing customers.

Good idea!

Do you like this email? [Create a free account and build your promotional email campaign in Vero.](#)



Give the gift of Monzo (and £10) this Christmas

Hello,

All through December, we're giving £10 to everyone you invite to open a Monzo account. It won't cost you anything, but it might make you very popular with your friends.

You'll find your unique invite link at the top of the Payments tab in your Monzo app.

They'll get their £10 when they first use their card

Opening an account only takes a few minutes, and they'll be able to start using it immediately. Once they spend, we'll put £10 in their account.

Monzo is better with friends

Splitting bills and sending money is super fast on Monzo. And we've just launched **Shared Tabs**, which let you split ongoing bills with people through the app fuss-free. Ideal if you're going away with friends, splitting the cost of household bills, or just sharing an

epic Christmas day out.

Merry Christmas!

Team Monzo



Don't want to hear from us again? You can [unsubscribe](#) at any time. No hard feelings.

Monzo Bank Limited is a company registered in England and Wales (No.09446231) registered at [38 Finsbury Square, EC2A 1PX](#). Monzo Bank Ltd is authorised by the Prudential Regulation Authority (PRA) and regulated by the Financial Conduct Authority and the PRA. Our Financial Services Register number is 730427.

Harry's

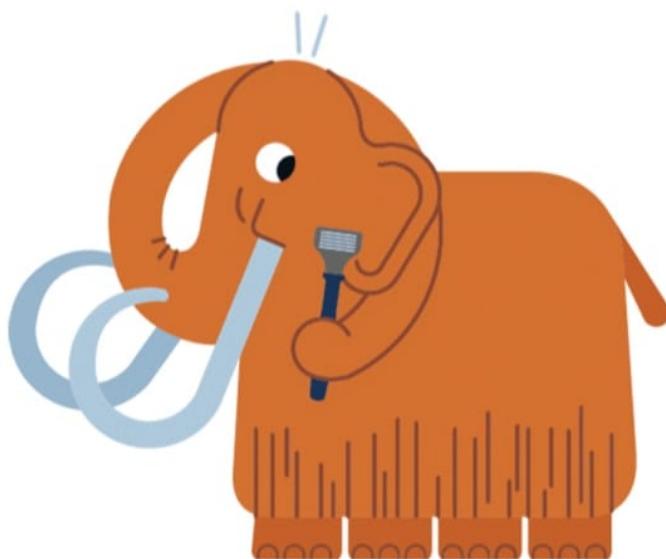
Subject line: **A Valentine, from you to you**

Harry's promotional email uses a genuine sense of humor and conversational tone of voice to upgrade its trial users on Valentine's day. Harry's do a great job at making a tenuous link with the occasion and their offer. We've picked out some best practices used in this email:

- Intriguing subject line; it's playful and conversational
- Strong, beautiful imagery looks grotesque and hilarious
- Clear CTA, implies action and the benefit at the same time
- Scannable and easy-to-digest

This example shows a different perspective on Valentine's Day and proves you don't have to go with the flow. Sometimes a less conventional approach can be more engaging.

**It's only weird if
you make it weird.**



We want to tell you those three little words everyone wants to hear on Valentine's Day: *Redeem your trial*. We hope this doesn't feel sudden or anything. What can we tell you? We're hearts-on-our-sleeves people around here.

[REDEEM TRIAL](#)



DID YOU KNOW?

It's believed that, like elephants, mammoths entwined their trunks to show affection. Cosy.



ukhelp@harrys.com

PO Box 73758, London, WC1A 9NH

[Unsubscribe](#)

Amazon

Subject line: **Black Friday Deals All This Week**

By the time customers receive this email, they've likely already heard a few news stories about how Amazon is prepping for the holiday season. They know the deals will be good. The context is already there. This email is just a green light to start shopping.

Recommended for you

BLACK FRIDAY | **DEALS WEEK** >



[Your Amazon](#) [Today's Deals](#) [Amazon App](#)

Dear Jimmy Daly,

Black Friday deals continue all this week. Check out limited-time Lightning Deals, exciting Deals of the Day, and savings on electronics, toys, jewelry and more.

[See deals](#)



Get your holiday orders fast
with FREE Two-Day Shipping

[>Learn more](#)



Find Great Deals on Millions of Items Storewide

Books	Electronics	Clothing, Shoes & More	Home, Kitchen & Dining
Movies & TV	Video Games	Health & Personal Care	Patio, Lawn & Garden
Amazon Fire Phone	Cell Phones & Accessories	Beauty	Home Improvement
Amazon Fire TV	Computers & Software	Grocery & Gourmet Food	Pet Supplies
Kindle E-readers	Office & School Supplies	Baby	Automotive
Fire Tablets	Magazines	Toys & Games	Industrial & Scientific
CDs & Vinyl	Musical Instruments	Sports & Outdoors	Amazon Mobile Apps
Digital Music	Fine Art	Gift Cards	Amazon Instant Video



Connect



Event Announcement Emails

You have two options when it comes to announcing events via email. You can include the announcement in an exiting email (like a newsletter) or send a separate email dedicated to the announcement. Both can work and we have examples of each.

As always, the format is less important than the content. Can you concisely and clearly communicate value? Do that, and your event will be off to a great start.

ConversionXL

Subject line: Announcing: **Conversion XL Live**

This is an example of building the announcement into an existing newsletter. Peep does a great job using a conversational tone. If you've read the blog, it sounds like Peep. He sells the conference but he doesn't go overboard. Why? Because if you've already subscribed to the newsletter, you already know ConversionXL does great work.



Hi Linda,

I have 3 updates for you this week.

1. Our year in review: CXL Institute in 2018 and beyond

CXL Institute: Past, Present (2018) and (Near) Future

We haven't been writing about what's going on behind the scenes, inside CXL. I plan to change that and open up the curtains. This post is where I begin.

2. New articles on the blog

4 Essential Methods of Session Stitching in Google Analytics

Session stitching repairs technical fault lines, preserving clean analytics data and rescuing attribution information. This post covers four common use cases: User ID tracking, AMP tracking, Subdomain tracking, and Cross-domain tracking.

8 Keys to Value-Based SaaS Pricing Pages

Pricing is the most overlooked way to drive growth for many SaaS companies. While most companies spend the majority of their energy on customer acquisition, pricing actually affects the bottom line nearly four times over.

With these eight keys to SaaS pricing pages, you'll be able to communicate value effectively and motivate customers to act immediately.

3. Save your spot for our upcoming webinar

Full funnel marketing campaign strategy

Join Alexa Hubley, Marketing Manager at CXL

Wednesday, Jan. 9, 2019, 11 am CST

(9am PST / 12pm EST / 5pm GMT +0)

(9am PST / 12pm EST / 5pm GMT +0)

In this webinar, you'll learn:

- A repeatable, easy-to-use framework for building full funnel marketing campaigns
- How to align assets, channels and tactics to a specific stage in the buyer's journey
- How to use research, experimentation and data to execute an effective marketing campaign launch
- Lessons from a real marketing case study you can apply right away

SAVE YOUR SPOT

By clicking this button, you'll be signed up automatically. You can also [register here](#).

ConversionXL LLC. [1710 Evergreen Ave, Suite C, Austin TX 78704](#). [Unsubscribe](#)

KISSmetrics

Subject line: **How we survived a 40\$ traffic hit from Google**

This is a different approach. [KISSmetrics](#) sent this email with the sole purpose of announcing the webinar. It's rare that startups are willing to talk about their challenges so they get your attention from the beginning. The story builds your interest before sealing the deal with a call to action.



One of Google's search updates hit us hard. Really hard.

Our traffic dropped by about 40% this past summer. We don't even do any sketchy SEO, we got hit accidentally.

In most cases, a 40% drop in traffic is fatal. But our conversions went up almost every month this year. If you just look at our conversion counts, you can't even see the Google search hit. **We increased our conversion rates faster than our traffic was dropping.**

How did we manage to do that?

Well, we got super disciplined with our conversion rates and our A/B testing. Take our homepage for example, we tripled the conversion rate from visits to signups.

I want to show you how to do this at your own business. So even if you get hit by Google or some other giant company, you're in full control of your conversions.

We did use KISSmetrics for all this. **So I'm going to do a demo on KISSmetrics so you can see exactly how we did it.** We optimize our entire marketing machine with it. And I'll be showing you all my steps so you can replicate them at your company (even if you use different tools).

I'd love for you to join me on Tuesday at 11am PST. This is what I'll be showing you with KISSmetrics:

- How I personally used KISSmetrics to raise our own homepage conversion rate from 3% to 8%
- The fastest A/B Testing workflow out there and how I ship 3-4 new tests each week
- How to spot the biggest barriers to growth—which are also the biggest opportunities
- Finding the best places to tap into groups of willing and ready customers

Reserve a spot to see how we used KISSmetrics to triple conversions and optimize our entire marketing machine:

[Yes! I want to see how you did it with KISSmetrics!](#)

Since so much of this will be a demo of KISSmetrics, my teammates will reach out to you afterwards if you register for it. We want to make sure all of your questions get answered. If you're not interested in KISSmetrics and don't have questions, that's totally cool. Just tell them you were checking it out but aren't interested right now. :)

Hope to see you there.

Lars Lofgren
Director of Growth

You're receiving this email because you signed up for **KISSmetrics**.

[Manage your email subscriptions?](#)

KISSmetrics
847 Sansome St, Lower Level
San Francisco, CA 94111
[+1 \(888\) 767-5477](#)

Unbounce

Subject line: **Announcing The 1st Unbounce Call To Action Conference!**

Another example of a dedicated announcement email, Unbounce doesn't waste much time getting recipients to the conference website. Conferences are big investments so people are likely to spend a lot of time researching before they commit. The landing page really sold the show. This email was just a catalyst.



Unbounce Presents the First Ever Call to Action Conference

We're super excited to announce our first ever conference!

Call To Action Conference will be the **most actionable conversion conference of the year**, with the industry's most dynamic and respected speakers.

Join us on Friday, Sept. 12th in beautiful Vancouver, Canada.

Learn the latest conversion rate optimization strategies & network with marketers obsessed with conversion, just like you.

We're warning you now though, there are a limited amount of early bird tickets, so **don't wait to register!**

[Find Out More About Call To Action Conference »](#)

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You are receiving this email because you requested Unbounce conversion marketing content, like an ebook or webinar. If becoming a marketing genius isn't your thing, you can [unsubscribe](#) to stop getting these emails.

Upgrade Emails

Buffer

Subject line: Your Social Media Report Card: Dec 5 – Dec 21

This isn't a dedicated upgrade email... or is it?

In this report that Buffer sends each week, they ask users to upgrade above the fold. Recipients see the call to action before they even see the metrics. Upgrade emails exist in many forms. There are a few different approaches in this section. Pay special attention to Buffer as they seem to be onto something great with their version.

TripAdvisor does something very similar. This is a great example of making the most of transactional email. Users like receiving their reports and probably feel good about the metrics. It's the perfect time to ask them to upgrade.

The screenshot shows a weekly report from Buffer. At the top left is the Buffer logo. To its right is a link to view the email online if there are viewing issues. Below the logo is a summary box containing text about the user's posting activity last week. Underneath this is a section titled "The Awesome Plan" which describes the benefits of upgrading to the Awesome plan. A blue button labeled "Upgrade to Awesome" is prominently displayed. Below this is a dark header bar with the text "Your Top Posts this Week". Underneath this bar is a snippet of a post from December 15th, featuring a link to 21 welcome emails and a timestamp.

Last week people using Buffer posted 3,025,559 updates to their social networks. You shared 26 posts on this 1 account, let's see how they did!

The Awesome Plan

Unlock unlimited posting, more social accounts and RSS feed importing with the Awesome plan!

Upgrade to Awesome

Your Top Posts this Week

21 Welcome Emails to Inspire Your Lifecycle Marketing: <http://bit.ly/1ySgcB1>
Posted on December 15th at 4:22 pm (UTC) to Twitter - [View Analytics](#)

Spotify

Subject line: **Let us introduce Premium – you'll love it!**

Instead of going for the upgrade right away, Spotify lets you try their premium service for free first. And the service is great. Email marketing always works best when the product does the selling for you.



What is Spotify Premium?

With Spotify Premium, you can listen to any song on demand and skip as many times as you like. Download music & listen offline in extreme quality audio. No ads & no commitment.

[Try Premium for free](#)

Sent to jimmy@getvero.com. [Unsubscribe](#).

Spotify Ltd. 30 Great Pulteney Street,
London W1F 9NN, UK

Todoist

Subject line: Love upgrades? Test Todoist Premium for Free

This approach is similar to Spotify but Todoist spends a little more time on the benefits of the service. This is useful to newbies since the software does so much.

The emphasis on “no commitment and no credit card” alleviates some of the anxiety around free trials. And just when the user’s interest is piqued, they bring it home with a bold, red button.

Hi Jimmy

You're invited to enjoy **a free, one-month upgrade to Todoist Premium.**

Just click on this link to activate your free upgrade: no risk, no commitment and no credit card required.

With Todoist Premium, you can

- Become premium on 15 platforms, including:
[Android, iPhone, Windows, Mac, ...](#)
- Get task reminders by email or mobile text messages
- Add detailed task notes
- Become more organized with color coded labels
- View and visualize your completed tasks
- Search to instantly retrieve an active or archived task
- See your tasks in your calendar application
- And much more!

[Upgrade to Premium Now](#)

Your account will be upgraded instantly, and you'll enjoy full access to premium features for a full month.

Join the tens of thousands of users who have discovered the difference Todoist Premium makes to their daily productivity!

Best regards,

todoist team

If you no longer wish to receive Todoist emails, [click here to unsubscribe](#).

Warning: Links in this email will log you directly into your account. Do not share them.

Click-Bait Emails

Why is there so much click-bait out there? Because it works.

The problem with click-bait is that the headline oversells the content, leaving the reader disappointed.

“Most clickbait is disappointing because it’s a promise of value that isn’t met – the payoff isn’t nearly as good as what the reader imagines... BuzzFeed headlines pay off particularly well because they actually make fairly small promises and then overdeliver.”

— Nilay Patel (Editor-in-chief, The Verge)

Read the full post: [Why BuzzFeed Doesn't Do Clickbait](#)

So there's your strategy. Now let's see how some of the pros do it.

Quora

Subject line: **If the USE decides to shut down the Internet, can it? – Quora**

Quora lets their users generate subject lines for their emails.

Each newsletter arrives with a question from my feed, meaning the subject lines are always interesting and cover a wide range of topics. You never know what you're going to get with a Quora email but it's always worth checking out.

We wrote more about this strategy in [20 Tips for Dramatically Better Emails](#).



Top Stories from Your Feed

Your Quora Digest

If the USA decides to shut down the Internet, can it?



Graeme Shimmin, Writer.
592 votes



Yes.
But
not
the
way

you think.

Meet the AGM-154.

[... Read More »](#)

What is it like to work with Eric Schmidt?



Jeff Nelson, Invented Chromebook, Former Googler
162 votes

I've worked with Eric many times in my career. First, at the OMG, when he negotiated an important industry-wide collaboration on Java and CORBA technologies. Then at Novell... [Read More »](#)

What are small changes you've made resulting in a big difference in your life?



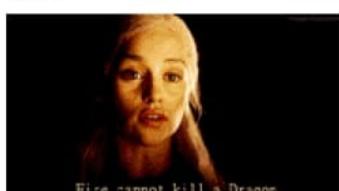
Amy Robinson, idea machine
1k votes

When I read something that strikes me as interesting, I write to the author. This has led to connections ranging from friendships to business relationships and even new si... [Read More »](#)

How would you rate Emilia Clarke as an actor?



Kelsey L. Hayes, I know too much about ASOIAF.
526 votes



She has three facial expressions:

1. Mile-long vacant stare when she's trying to look ethereal.

[... Read More »](#)

How should Jennifer Lawrence react to recent events?



Jimmy Wales, Wikipedia founder and Wikia cofounder
658 votes

I think it will have no material impact on her career. It may very well be causing her enormous personal and emotional distress, though, and I think that's important.

The... [Read More »](#)

Should you really be nice to everyone?



Steve Black, Uneducated, uncouth and becoming a gr...
477 votes

Yes at least be civil. For example yesterday as a surprise I popped into my wife's business to take her for lunch. As I walked in I could hear a terrible commotion. There w... [Read More »](#)

Is society conditioning us to think that we have to have a job to get money?



Venkatesh Rao, Civilized Person
344 votes

First, I'll echo the others: people like Pavlina are not meant to be taken seriously. They are the web's equivalent of bad infomercials. Enjoy for camp value, and move on.

[... Read More »](#)

How does Elon Musk work for 100 hours a week for more than 15 years?



Phil Darnowsky, Co-founder and CTO, H Engage ([www.hen...](http://www.hen)
443 votes

Let's do the math, assuming that like many employed Americans you work 40 hours a week (and also assuming, for the sake of this argument, that you spend negligible time on ... [Read More »](#)

What are the first few steps Marissa Mayer has taken after joining Yahoo!?



Gil Yehuda, I am currently employed by Yahoo! Inc.
79 votes



Shefaly Yogendra's answer is correct -- the things in the news are in the news (e.g. free food in the Sunnyvale cafe), and the things that are "inside" are supposed to rema... [Read More »](#)

'Did You Know?' Emails

Survey your customers about your product. I bet you'll find that they know about half of what it does.

“Did you know” emails are great for onboarding and inactive users. They can be promotional or behavioral. We suggest the latter since highly targeted behavioral emails consistently perform better than promotional emails.

Adobe

Subject line: **Five Creative Cloud features we think you'll love**

If you've ever used Adobe's tools, you know they are beastly. Powerful and useful, yes but overwhelming.

Now that most Adobe users pay a monthly fee to use their creative suite, it's important to continually remind users that they are getting something great for their money. This promotional email is a perfect way to engage users with the software and make them feel good about their investment.

[Read online](#)



As a Creative Cloud member, you'll always get the latest new features. Here are five we think you'll love.



Ps

Perspective Warp

Easily adjust the perspective of a specific part of an image.

[Try it now >](#)

KAYAKING
Grab a paddle and join us for a day on the water.

CLIMBING
Take your affinity for climbing to brand new heights.

Normal Opacity: 100%
Lock: Fill: 100%

circleBG

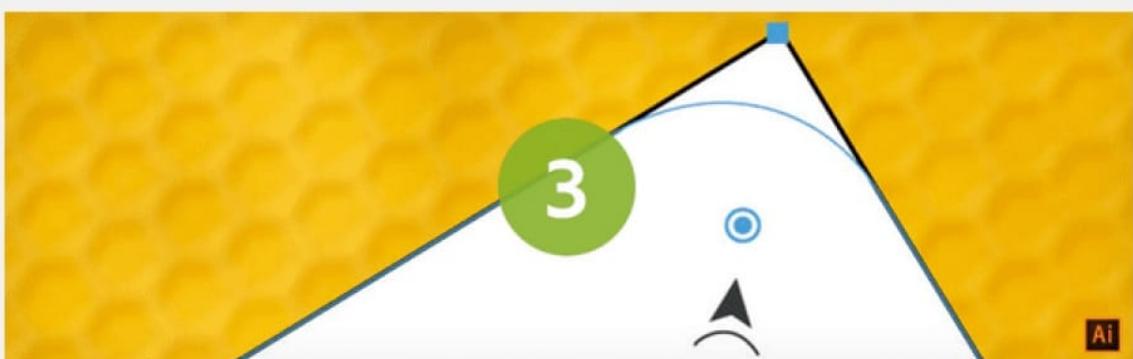
hikingMan

Ps

Linked Smart Objects

Improve collaboration and work more efficiently across multiple documents.

[Try it now >](#)



AI

Live Corners

Edit the corners of shapes and paths.

[Try it now ›](#)



4

All-new Pencil tool

Create more precise curved paths and straight line segments.

[Try it now ›](#)



5

Find missing Typekit fonts

InDesign finds missing Typekit fonts for you and prompts you to sync them with a click.

[See how ›](#)

Need help? Get answers to your questions by talking with a support rep or asking an expert in our forums. [Learn more ›](#)

Pinterest

Subject line: **Another thing you can do on Pinterest: Plan your next trip!**

Pinterest sends a great onboarding series. Seriously, go sign up for a new account to get some great ideas for your own onboarding email.

As a new user, I didn't know about "place boards" but after seeing this promotional email, I created one. So it worked ... really well.

Onboarding emails are designed to drive engagement. So when Pinterest says “**Here’s something cool you probably didn’t know**” then immediately prompts the user to try it, everyone wins.



Get the app!
[Android](#) · [iOS](#)



How to map your next trip on Pinterest

Hi Jimmy,

Did you know you can use Pinterest to plan your next trip? Say you decide to take an epic cross-country road trip with your best friends, and you want to get everyone in on the plan.

Create a place board, invite your friends and map out the places you want to visit together—from Kansas City to Silver Springs.

Create a travel board



Get more tips about how to use Pinterest in our [Help Center](#).

Happy Pinning!



Pinterest



Facebook

Twitter

Google

Blog

Apology Emails

Saying “I’m sorry” can be really hard but sometimes it must be done.

If you’ve upset your users or customers, email is a good way to send a personal message apologizing.

You also have an opportunity to delight the recipient ([more on that here](#)) by giving them something free or surprising them. Check out what we mean.

Buffer

Subject line: We got this one wrong. We've adjusted all paid plans: Now add up to 15 blog feeds.

When Buffer first added feeds to their app, users were upset because they could only add one. It was still better than before, just not as good as people hoped.

Instead of getting defensive, CEO Joel Gascoigne sent this email apologizing for the disappointment. And he announced that effective immodestly, users could add up to 15 feeds.

Now that is a great apology email.

--
Hi there,

I'm sorry to be sending you another email in such a short space of time.

Yesterday [we announced Feeds](#) as the latest addition to Buffer to make it super easy to share links from your favorite sites and blogs, right from within the dashboard.

Many of you reached out to us to let us know that only 1 feed on the Awesome Plan was not enough. You're right, it doesn't make much sense at all to limit Feeds in that way.

I wanted to get in touch to let you know that we messed up here. We've increased the limits from 1 feed on Awesome and 10 feeds on Business plans, to **15 feeds on Awesome and Business plans**. We want to move beyond that 15 limit too over time, once we can handle it technically.

[Give Feeds a Try Now](#) or [Read our Blog Post for the Full Details](#).

Many of you wrote emails, Tweets and blog comments to let us know that we had gotten it wrong, and I can't thank you enough for taking the time out of your day to do that. We're lucky that so many of you care enough to take that step and share your thoughts and expertise.

Sorry for letting you down here. We're excited to keep making Feeds and Buffer as a whole much better over time. Thanks again for all your support. If you want to ask anything or have any more thoughts at all, hit reply to this email and we'll be sure to respond quickly :-)

- Joel and the Buffer Team

[Buffer](#) - your smarter way to manage social media • Want to say hello? [Tweet us](#) • [Unsubscribe](#) with one click.

Subject line: **CORRECTION: Tomorrow's Rainmaker Webinar**

We've all sent an email we wish we could take back. Maybe it had a bad link, an incorrect date or a grammar error.

In this case, Copyblogger sent an email about an upcoming webinar but listed the time incorrectly. This email arrived shortly after apologizing for the error and for the extra noise in the inbox.

They got it right though. The correction had to be made and the email was short and sweet.

My apologies for sending another email this week, but I need to correct a mistake I made this morning ...

Tomorrow's New Rainmaker webinar, called "The Critical Three-Step Process to Creating a Digital Media Platform that Sells," is taking place at **3 pm Eastern time**.

We hope to see you there ... here's that link to register (no charge) if you haven't already:

<https://www3.gotomeeting.com/register/475426510>

Best Regards,

Robert Bruce
VP of Marketing
Copyblogger Media

Sumday

Subject line: **Service Interruption**

Your tech team invests a lot of team energy trying to achieve 99.999% uptime but somehow people are still upset when your site goes down. It happens, and it often requires an apology.

Sumday kept this email brief but still got the point across.



Service Interruption

Apologies if you tried to access your account on this cold November morning. It seems that Microsoft had a global outage, now fixed, and so, you should be able to access your account without a hitch.

Stay warm,

The Sumday Team



Sumday.com

9 Invitation Emails

If you want to make people feel special, invite them to something. A special email list, a pre-sale, a beta group ... it makes people feel really good.

Be sure to spend time segmenting your lists before you hit send on an invitation. Don't send them to everyone – that defeats the purpose – and try to segment based on past behavior. It's a great indicator of future behavior.

Amazon 2

Subject line: **You're invited to join Amazon's Site, MyHabit.com**

Perhaps because I've made a purchase within just a few days of signing up for a new account, Amazon wants to strike while the iron is hot. In this email, they invite me to join a site called MyHabit.com that curates deals for clothing and other fashion products.

Within five days of opening the account, I made two purchases.

- October 21: Open account
- October 23: Purchase #1

- October 26: Purchase #2
- October 31: Invitation to MyHabit.com

My purchasing behavior is trending upward. They've had to do very little to entice me to buy. They see this as a signal that I'm ready to spend and are trying to build a habit of frequent purchasing.

Read more on this email in our post [How Amazon Dominates E-Commerce With Email Marketing](#).

amazon.com

MYHABIT

UP TO 60% OFF DESIGNER BRANDS

Dear Jimmy Daly,

We'd like to recommend Amazon's private sale site, MyHabit.com. Here's why we think you'll love shopping with us:

On Sale Every Day: Up to 60% off designer brands, plus great finds for home

Get It Fast: Free shipping on orders over \$99

Powered by Amazon: Sign in and checkout with your existing Amazon account. Prime members can access events 30 minutes early

New events launch daily -- Join today!

SHOP NOW >

Divvy

Subject line: **You're invited – DivvyHQ New User Training**

Everyone is used to orientation sessions. New job, new school, new software ... you need to get oriented. So this promotional email from Divvy inviting new users to orientation is not only useful, it's expected.

Having trouble viewing this email? Click here



[Login](#)

DivvyHQ New User Training

Thursday, October 16th - 11 a.m. to Noon (CST)

Each month, we provide new Divvy users with a soup-to-nuts walkthrough of the application, as well as demonstrate new features that have been recently released. In this 60-minute training webinar, we'll show you how to...

- Create, configure and customize your new DivvyHQ editorial calendars
- Invite team members, give them calendar access and user roles
- Complete your user profile (update contact info, add a profile photo, adjust notification settings, etc.)
- Navigate the new DivvyHQ 2.0 interface (Dashboard, Calendar, Content, Ideas)
- Configure filters on the new calendar and content interfaces to create your ideal view
- Add new content items and production tasks
- Use your Parking Lot to store, organize and assign content ideas
- Use Divvy's new content editor to create and route content through your unique production process
- Connect your Facebook/Twitter profiles and post content
- AND MORE!

We can't wait to show you all the new stuff. This will be a jam-packed webinar and we'll do our best to save some time for Q/A. We'll stick around as long as needed to answer any questions you have.

If you're not able to make this webinar, register anyway and we'll send you the video recording. These trainings will also be held monthly (the third Thursday of every month), so you can always hop on next month (November 20th).

[Register Now!](#)

If any of your team members might benefit from this training session, feel free to forward this email invitation!

Until then, happy Divvying!

The DivvyHQ Team



If you no longer wish to receive our emails, click the link below:
[Unsubscribe](#)

DivvyHQ // 4012 Washington St. Suite 5 Kansas City, Missouri 64111 United States (877) 673-4889

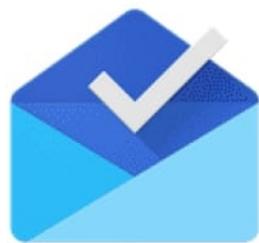
Inbox by Gmail

Subject line: **Your invitation to try Inbox by Gmail**

Google loves to build anticipation for new products by requiring an invite to join. By the time you get this email, you are well aware of the product and itching to get your “in”.

The email starts with the good stuff ... the call to action. For those wanting more information, it's there too, complete with a video walkthrough and an explanation of the new features.

Your invitation to **Inbox by Gmail** is enclosed. Activate your invite by downloading the app below.



Inbox
by Gmail

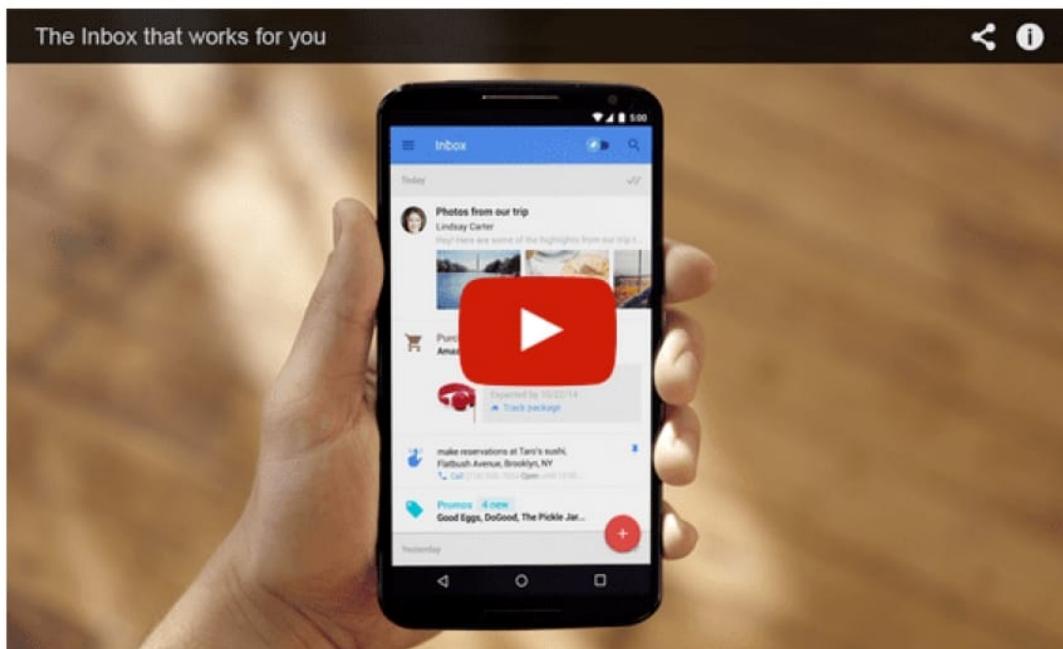


ANDROID



iOS

Also on the web at inbox.google.com. Activate your invite on your phone first.



Your email inbox should help you live and work better, but instead it often buries the important stuff and creates more stress than it relieves. So the Gmail team built a clean, organized, and helpful inbox to work for you.



See what's important at a glance

Inbox bundles up similar messages and shows you the Highlights, like photos, reservations, purchases, and more.



Keep everything to do in one place with Reminders

Add Reminders to your inbox so your to-do's are where you know you'll get back to them.



Plan or procrastinate with Snooze

Snooze email or Reminders until you are ready to deal with them: next week, when you get home, whenever you choose.

As part of early access, you're invited to download Inbox now. Try using Inbox instead of Gmail.

Cheers,
The Gmail Team



Key Takeaways

Promotional emails can be your greatest customer retention driver and effective revenue generation channel. The examples we picked out represent some of the best email marketing practices for promotional emails. Here's a summary of the key takeaways:

1. When you send a special offer, make sure you segment your lists first. You don't want to send a discount code to someone who just paid full price yesterday.
2. Use your subject line to clearly present your value proposition statement, but also make sure to make it friendly, intriguing and conversational.
3. Use images or GIFs (dynamic content) to quickly communicate the benefit your readers will receive from the offer.
4. Make your copy brief, but concise. Email attention spans are short – about 11 seconds, [according to Litmus research](#). So you don't need a wordy email. Less is more.
5. Add a clear CTA that's scannable and aligns with the overall narrative of your email to prompt an action
6. [Use Cialdini's scarcity principle](#) to prompt recipients to create a sense of urgency and complete the purchase quickly.
7. [Use personalization](#) to make your offer super relevant and develop a stronger attachment with your recipient.
8. Show customer reviews and ratings to build trust with recipients and bring them closer to a purchase decision.
9. Optimize your promotional emails for Gmail annotations to highlight your offer.
10. AB test your promotions to optimize your promotional emails and increase conversions.

Next Steps

[Go to Chapter 4: Transactional Emails.](#)

[Back to Table of Contents](#)