

# Welcome emails

## Email 1

**Subject line:** Welcome To The Elegant Women Community.

**Body:**

You're in!

(Carousel of Bella Grace luxury clothes)

You did it, you're the newest member of the Elegant ladies community!

My name is (Umoh Odigili), the Creative Director of BellaGrace and I am super excited to welcome you to our community of Elegant women.

I know you would love it here!

Bella Grace is all about making women feel and look Elegant.

We are a women's fashion brand that produces timeless luxury wear, hand-made from high-quality and unique fabrics that are well-tailored at an affordable price for Elegant and classy women.

Normal is not enough anymore,

**It's time to be Elegant and classy.**

We have arranged the perfect welcome gift for you.

As a new member of the Elegant lady community, you get a 10% discount on your first purchase.

So, [FName] hurry now to claim it. It only lasts for 48 hours.

Use code **{BGo1}** at the checkout.

Shop now.

(Umoh Odigili)

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## **Email 2**

**Subject line:** Normal won't get you far.

**Body:**

(Firstname),

It's not okay to dress normal anymore.

The way you dress will determine the way you're addressed, wearing a normal dress is no longer good enough for you as a woman.

If you're reaching to attain a certain status in your life or trying to attract the most positive things and uplift yourself.

Then you need to take the extra step and present yourself as the elegant lady that you are.

That's why Bella Grace was created to provide elegant and beautiful ready-to-wear outfits at affordable rates for women who want to be more than normal.

Let's help you look good and timeless no matter your style

Don't forget to type the code **{BGo1}** before you check out to activate your 10% discount.

**Shop now.**

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**Email 3**

**Subject line:** Time to stop looking cheap.

**Body:**

My Dear elegant lady,

It's time you start giving that timeless and expensive look.

No more shabby and cheap look.

Your outfits are meant to express your personality and not distract or detract it.

That's why you need to always look your best.

When you dress elegantly, you communicate luxury, self-respect, sophistication and that subtle inner power that is just MAGNETIZING.

You'll also get positive compliments and attention when you dress this way.

Let's give you that timeless and elegant look with our luxurious and high-quality tailored wear.

You're entitled to a 10% discount on your first purchase.

Hurry now to claim it before it expires.

Use this code when you are about to check out **{BGo1}**

Shop here.

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## **Abandoned carts emails**

### **Email 1**

**Subject line:** You forgot something.

**Body:**

You have got great taste (name), but we noticed you have not checked out yet,

(Image of the clothes),

A timeless fabric like this, should not be in your cart but in your wardrobe.

so we're sending you this email to see if we can help you complete your purchase.

If you complete your order by [date], we'll give you 10% off!

Thanks!

Click here to complete your order now.

**(Testimonials about that particular product. it Can be in carousel)**

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### **Email 2**

**Subject line:** You left Empty-Handed.

**Body:**

(First name),

YOUR PERFECT DRESS IS STILL IN YOUR CART.

**(Image of the clothes)**

And it looks even better up close. Why not bring it home?

Good News is, we've saved it for you and you can get it for 10% off Today.

Check out with 10% off today.

**(Testimonials of that particular product should be included here.)**

[Check out](#)

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### **Email 3**

**Subject line:** Ready For Positive Compliments?

#### **Body:**

When you put on this elegant dress, you'll notice how people admire you as you walk by.

This kind of look will only attract more classy and elegant people into your circle.

Various positive compliments start to fall in.

This could be you if you make the next few clicks right.

[Click here to complete your order right now.](#)

**Testimonials.**

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## BIRTHDAYS EMAILS

**Subject Line:** Happy Birthday (Fname)

**Body:**

**(A happy birthday gif)**

Our entire team at Bella Grace wishes you a very happy birthday!

We know you're probably busy blowing out candles and eating cake, but we just wanted to give you **ONE EXTRA BIRTHDAY PRESENT!**

We are giving you a 10% off on your next purchase.

Use this code **{BG02}** to enjoy your 10% birthday discount on your next purchase.

Thanks for being a part of the Bella Grace family!

Shop now

(Umoh Odigili)

Bella Grace

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## **Post Purchase Emails.**

### **Email 1**

**Subject Line:** Order confirmed.

Body:

Thank you for your purchase(first name),

We're getting your order ready to be shipped.

We'll notify you once it has been sent.

(Umoh Odigili).

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### **Email 2**

**Subject line:** Welcome To The VIP.

**Body:**

Hey (First name),

We hope you're enjoying your recent purchase.

I want to officially welcome you to our VIP exclusive club.

As a member of our exclusive VIP club, you'll get exclusive early access to our latest products.

You'll also get discounts no one else will ever get.

This is our way of saying thank you for choosing Bella Grace.

## **Quick question,**

How are you enjoying your recent purchase?

If there's any issue, you can contact us on our social media channel or simply reply to this message.

Our Customers' satisfaction is our priority.

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## **Email 3**

**Subject line:** What do you think of your recent order?

### **Body:**

We hope you're enjoying your recent purchase.

Your fellow members of the VIP club are loving the BellaGrace wears right now,

Here's what they're saying about it:

**( Put Other people's testimonials about 3-5 )**

Now it's your turn!

We want to hear from you! What has your experience been like since you got your order?

Send us a reply about your experience and get a 5% discount on your next purchase.