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This copy deck should be written or reviewed by the Copy team before submitting to MOPS. For a complete list of everything you need for your campaign, visit [go/predefined](https://wiki.sqcorp.co/display/MOPS/Predefined+email+templates).

**Copy Template – A1**

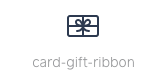
**301, 302, 303, 304**

**Product:** Gift Cards

**Campaign Description:** Mother’s Day Lower Prices

|  |  |  |
| --- | --- | --- |
| **Email Subject** | |  |
| *Subject Line* | *45 characters* | Lower gift card prices, just in time for Mother’s Day 💐 |
| *Preheader* |  | Order gift cards for your business to get ready for Mother’s Day. |
| **Email Body** | |  |
| *Eyebrow (Product Name)* | *25 characters* | Square Gift Cards |
| *Headline* | *45 characters* | Mother’s Day is around the corner.. Is your business ready? |
| *Button CTA* | *25 characters* | Order Now |
| *Button Link URL* |  | http://ecardsystems.com/square/ |
| *Body copy* | *140 characters* | Let your customers give the perfect gift—gift cards from your business. We’ve lowered the price by up to 15%, with pack sizes starting at 75 cards. |
| *Bullet* | *50 characters* | No monthly subscription or hidden fee. |
| *Bullet* | *50 characters* | Customize the card for your business’s needs |
| *Bullet* | *50 characters* | Fully integrated into Square Point of Sale |
| **(Optional) Secondary Link** | |  |
| *Text link* | *40 characters* | Order Now |
| *Text Link URL* |  | http://ecardsystems.com/square/ |
| *Secondary CTA* |  |  |
| *Link* |  |  |

Dashboard Banner:



Lower gift card prices, just in time for Mother’s Day

Let your customers give the perfect gift—gift cards from your business. We’ve lowered prices on Quick Cards and Custom Cards, just in time for Mother’s Day.

Order Now: http://ecardsystems.com/square/

In-app message:

Lower gift card prices, just in time for Mother’s Day 💐

Let your customers give the perfect gift—gift cards from your business. We’ve lowered prices on Quick Cards and Custom Cards, just in time for Mother’s Day.

Order Now: http://ecardsystems.com/square/