

# DIY EMAIL



# Marketing CONTENT

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# INTRODUCTION

## What is email marketing?

Email marketing is a powerful form of direct marketing, as well as digital marketing, that uses email to promote your business's products and/or services. It can help make your customers aware of your latest products or services by integrating into your marketing automation efforts. It can also play a pivotal role in your marketing strategy with lead generation, brand awareness, building relationships or keeping customers engaged between purchases.

The following pages will cover some email marketing tips to get you started:

### 1. Create an email marketing plan.

Consider devising a strategy for your email marketing. For example, you can send a series of emails to deliver high value content to your subscribers. Link that content to a specific category or product pages. Then send a final email as a wrap up to the campaign and include an offer code.

### 2. Define your audience.

No matter what you sell, you need to have a clear idea of who your audience is in order to effectively communicate with them. Mailchimp lets you dig a little deeper to segment users within your audience so you can send them personalized and targeted emails that help increase engagement, build trustful relationships and generate greater ROI.

### 3. Use sign-up sources.

Some of the most valuable data your signup form has to offer is how and where subscribers sign up for your list. If you're an e-commerce business with your store connected to Mailchimp, knowing where your customers joined your list can give you a better idea of how to communicate with them and where you might want to focus your marketing efforts going forward.

#### 4. Create segments and groups.

Once you've identified smaller collections of people within your larger audience, you'll be able to create groups and segments to send more relevant and personalized emails to your recipients—and the more relevant the campaign, the better the results. There are times when you'll want to send to your entire list, but by segmenting users and taking advantage of Mailchimp's segmentation tools you can significantly increase the click-through rates and e-commerce orders your campaigns generate.

#### 5. Decide what to write.

Now that you know who you're writing to, it's time to think about your content. What do you want to say to your audience? What is your content marketing strategy? You'll want to send emails with purpose, that really speak to your subscribers, so always keep in mind what they signed up for.

#### 6. Establish your sending frequency and goals.

There's nothing set in stone about how often you should email your customers, but if you send too often, your subscribers are likely to tune out what you have to say or unsubscribe altogether. Some users that run a blog or news website might choose to send daily updates to their subscribers, while other users only send twice a month so subscribers stay excited about their emails. Choose to send your email campaign at your own pace, and check the unsubscribe rates and the click through rates to adjust the frequency if needed.

#### 7. Make a schedule

One way to make sure you're staying on track is to create a content calendar to schedule your campaigns, blog posts, social media posts, and more. Your email marketing schedule will depend on your industry, the types of content you send (content marketing strategy) and your sending frequency.

## 8. Design your emails.

When designing email campaigns, focus on your message and keep your design straightforward. We suggest laying out all the elements for your campaign in a hierarchy, putting your most important information or the main takeaway toward the top so people can quickly scan your email if they're short on time. If you are looking to have more control over your email design? You have the option to code your own HTML template and import it to Mailchimp.

## 9. Test your emails.

All email clients are created differently, which means that the campaign you designed in Mailchimp might look slightly different in your subscribers' inboxes. Be sure to check the emails on mobile devices as well since they can look different in responsive designs.

A great way to test all of this is to send test emails to friends and coworkers. If you have any friends or coworkers who can check your email for typos and give you some feedback on the layout, you can send them a test email so they can preview the campaign directly in their inbox.

Also, find the best version with A/B Testing campaigns. If you are not sure which subject line will get the most opens and clicks? Think there might be a certain time of day your customers are most likely to make a purchase through your campaign? Running an A/B test lets you experiment with different versions of your emails to see how the changes you make impact your results.

## 10. Use marketing automation.

Unlike regular campaigns, an automation is a targeted email or series of emails that you can set and forget. From a welcome email series to follow up emails after a purchase, to rewarding your customers with a special incentive, automation helps you streamline your communications with customers so you have more time to focus on creating content and increasing return on investment (ROI). Plus, you can design, send, and track order notifications to update customers on purchases they made from your store.

## 11. Measure your performance.

The marketing analytics data collected in your Mailchimp reports will help you refine your marketing strategy going forward.

### *Opens and clicks*

These are the most obvious statistics for measuring campaign engagement, as they indicate how well your subject lines and campaign content resonates with a particular list. But it's important to consider how your open and click through rates compare to other companies in your industry—otherwise you're looking at your statistics in a vacuum.

### *E-commerce data*

If you've connected your store to Mailchimp and turned on e-commerce link tracking for your campaigns, you can view purchase data for your subscribers in campaign reports, subscriber profiles, and on the account dashboard.

### *Website traffic*

The campaigns you send can help you direct more traffic to your website or online store. And there are a few integrations you can sync with Mailchimp so you can track any trends in website traffic or e-commerce activity after you send a campaign.

# **EMAIL TEMPLATES**

## Welcome A1

SL: Claim Your Free Gift From Us

BODY:

Hey there {first-name},

Welcome to the Store Name team!

Congratulations on joining our email list and unlocking this exclusive FREE discount!

Use Coupon Code WELCOME to save 10% off your next purchase.

Good on your entire next order, any product on our store including:

{PRODUCT-GRID}

Here's why you should become a customer today!

At Store Name, you can always expect:

- 1) Great Service
- 2) High Quality
- 3) Unique Products

Remember, you've unlocked this exclusive FREE discount for joining our email list.

All you need to do is use Coupon Code WELCOME and you'll save 10% off your entire order.

Thanks,  
Store Name

## Welcome A2

SL: See Some Of Our Happy Customers

BODY:

Hey {first-name},

When you shop at Store Name, you're treated like one of the family.

We strive to ensure each and every one of our customers are fully satisfied and fall in love with our products.

It makes us feel all fuzzy inside when we get pictures and videos sent in from customers around the world telling their stories and showing their appreciation and love for our products.

Take a look at some of them below:

{INSERT-UGC-IMAGERY}

-or-

{INSERT-MOCKUP-IMAGERY}

We'd love to add you to our growing family of customers.

Thanks,

Store Name

## Welcome A3

SL: An Even Bigger Gift For You Today

BODY:

Hi there {first-name},

We've got another EXCLUSIVE discount coming your way, just for being a part of our community!

Use Coupon Code WELCOMEBIG and save 15% off your next order with us.

It's our way of saying thanks again for joining our email list. We know you'll fall in love with our products.

Take a quick look at this week's top sellers:

{PRODUCT-GRID}

Remember, you can save 15% off right now by using Coupon Code WELCOMEBIG.

Don't delay though - this promotion expires in two weeks!

Thanks,  
Store Name

## Welcome A4

SL: Our Promise To You (Let's Shake On It)

BODY:

Hello {first-name},

Store Name has a mission of providing amazing products with amazing customer service.

It's how we've built our brand and how we'll continue to do things!

We want to be upfront with our guarantees and customer service.

Our Promises To You

We Promise: to work tirelessly to bring you the most unique products out there.

We Promise: to do everything in our power to make sure you're in love with your order.

We Promise: to pay attention to detail when it comes to your products and deliveries.

We Promise: to ship your products safely and quickly so you can enjoy them ASAP.

We Promise: to listen to you, the customer, always.

And our Sales Team wanted us to throw this one in also...

We Promise: you'll love these newly released products:

{PRODUCT-GRID}

Happy Shopping!

Thanks,

Store Name

## Welcome A5

SL: Your Exclusive 15% Off Welcome Discount Is Expiring

BODY:

Hey there {first-name},

Did you forget or something?

Remember, you can save 15% off right now by using Coupon Code WELCOMEBIG.

This exclusive discount ends in two days.

It's not going to use itself!

Head on over to Store Name and check out some of our top selling products:

{PRODUCT-GRID}

Use Coupon Code WELCOMEBIG and save 15% off your next order with us.

Thanks,  
Store Name

## Welcome B1

SL: Welcome To Store Name Here's A Special Gift

BODY:

Hey there {first-name},

Thank you for joining the Store Name Community. We sincerely appreciate you checking us out!

To show how much we appreciate you, here's an awesome FREE discount:

Use Coupon Code WELCOME GIFT to get Free Shipping on your next purchase!

Who doesn't love Free Shipping?

And it works for any product on our entire catalog, including our top sellers:

{PRODUCT-GRID}

Remember, simply use Coupon Code WELCOME GIFT at checkout and you'll get Free Shipping on your next order.

Welcome,  
Store Name

## Welcome B2

SL: We Think We Know You (Are We Right?)

BODY:

Hey {first-name},

Even though we really just met, we think we have a pretty good sense of what you like.

First off, we're pretty sure you like saving money. Who doesn't, right?

That's why we've got this Coupon Code WELCOME GIFT that gets you Free Shipping on your next order.

Next, we're pretty sure you'll love these products:

{PRODUCT-GRID}

And finally, we know you'll love of product quality, customer service, and dedication to your satisfaction.

So... are we right? Do we know you?

Let us know,

Store Name

## **Abandon A1**

SL: Hey did you forget something?

BODY:

Hi {{client\_name}},

We noticed that you did not complete your purchase :(

Please let me know personally if you had any problems or if you need anything at all. We will be happy to help you with any and all your questions and concerns.

This is still waiting for you in your Shopping Cart:

"PRODUCT HERE"

\*GET YOUR ITEMS NOW\* [This should be your button text]

If you have any questions or need any help, don't hesitate to contact me directly by replying to this email!

Thank you,  
Store Name

## **Abandon A2**

SL: There's A Problem With Your Recent Order

BODY:

Hey there {{client\_name}},

There's a big problem with your recent order.....

You didn't complete it ;)

That's OK, we saved your exact Shopping Cart so you can come back and finish your order!

Your Saved Shopping Cart can be recovered in one click, just click the button below:

"PRODUCT HERE"

\*GET YOUR ITEMS NOW\* [This should be your button text]

If you have any questions or need any help, don't hesitate to contact me directly by replying to this email!

Thank you,  
Store Name

## **Abandon A3**

SL: A Massive Gift From Us, Expiring Soon

BODY:

Hey {client-name},

Your shopping cart is still saved for a few more hours.. And we know how much you're going to love our products so we have a massive GIFT for you :)

Use discount code 'SAVE15' upon checkout for 15% discount, but hurry because this offer will expire!

You can use it on your saved cart, which you can access below:

"PRODUCT HERE"

\*GET YOUR ITEMS NOW\* [This should be your button text]

If you have any questions or need any help, don't hesitate to contact me directly by replying to this email!

Thank you,  
Store Name

## **Customer Appreciation A1**

SL: We Literally Just Want To Say Thank You 😊 😊

BODY:

Hey there {first-name},

First off, I'd like to preface this by saying that this is absolutely NOT a sales or marketing email.

It's a great, big, genuine THANK YOU email! 😊 😊

We're truly grateful to have you as a part of our brand and community and wanted to let you know how much we mean that.

If there's anything we can do to be a better brand for you, please don't hesitate to let us know by replying to this email.

Sincerely,  
Store Name

## **Customer Appreciation A2**

SL: THANKYOU (it's a coupon code, not a typo)

BODY:

Hey there {first-name},

Has anyone stopped to actually say those two powerful words to you today?

Thank You.

Or, as we like to say: THANKYOU

We wanted to thank you so much for being a valued part of our brand and community, so we're sending you this brand new coupon code that will get you 20% off your next order.

Just use coupon code THANKYOU at checkout.

But hurry! This 20% off coupon code expires in 2 weeks so don't delay.

Shop Now at {Store-URL}

THANKYOU,  
Store Name

## **Post Purchase A1**

SL: Welcome To The Family (You're One Of Us Now)

PH:

BODY:

Hey there {first-name},

Welcome to the Store Name Family! ❤️❤️❤️❤️

My name is Linda and I handle all the customer service around here. I wanted to personally reach out and thank you for your purchase.

You're now part of our family, and we want you to know that we take care of our own!

The products we carry are the highest quality - they're built to last.

Every dog lover we've ever spoken to agrees!

If you're ever looking to make another purchase from a trustworthy, caring company, please come back and place another order with us.

We sincerely appreciate your business,

Linda

Store Name

## **Post Purchase A2**

SL: Keeping Our Promise (something for you)

PH:

BODY:

Hey {first-name},

Remember when we said you're part of the family... and we take care of our family!

Well... we're taking care of you right now with an exclusive 20% off coupon code!

Use Coupon Code FAMILY and save 20% off any product on our store.

Perfect for one of our top sellers, like these:

{PRODUCT-GRID}

Again, we sincerely appreciate your business and hope you find something you love with this coupon code.

Thank you,  
Store Name

## **Post Purchase A3**

SL: Want a 50% off coupon?

PH:

BODY:

Hey there {first-name},

We hope you're absolutely in love with your order! Maybe you can do us a little favor...

Now, of course, we'll make sure it's worth your time.

If you could please send us a photo or video of you enjoying our products as a reply to this email or on our Facebook Page, we would be super grateful!

We'll send you a 50% off coupon code good on any one item in our store.

50% off in exchange for a picture or video of your beautiful face enjoying our products.

Sound fair?

Just reply back to this email with the photo or video OR post it on our Facebook Page.

Thanks,

Store Name

## **Referral A1**

SL: Do You Have Friends That Also Love Dogs?

BODY:

Hey {first-name},

We bet you have friends. We bet, like you, they love dogs.

If this is accurate, would you please do us a huge favor and share our growing brand with as many friends and family as possible?!

We know they'll love our products and we promise to treat them extra special since they'll come personally recommended by you.

{REFER-A-FRIEND LINK}

Thanks,  
Store Name

## **Referral A2**

SL: Here's What We Think You Should Do

BODY:

Excuse me {first-name},

We have a great idea that will be a true win-win-win for everyone involved.

- 1) Refer Store Name to your friends
- 2) Your friends find awesome products at Store Name
- 3) Your friends love you for recommending a solid brand
- 4) Everyone's happy

Sound good?

{REFER-A-FRIEND LINK}

We really appreciate it!

Thanks,  
Store Name

## **Referral B1**

SL: Can We Promote You As A VIP Customer?

BODY:

Hey there {first-name},

First off, thank you for being a valued customer. We sincerely appreciate you.

We've found that the best way to get more people excited about our products is to show off our amazingly awesome customers!

Would you be interested in helping us out?

All we ask for is a picture or video of you enjoying our products. You can send it here as a reply to this email or even post in on our Facebook Page.

There's nothing we love more than promoting our customers with our products so we may even post this on our store!

Thanks,  
Store Name

## **Retention A1**

SL: We Need You Back (do you still like us?)

BODY:

Hey there {first-name},

It's been a while since we've had the pleasure of serving you at Store Name.

And honestly... we can't live without you!

We tried, but we just can't.

There's a lot of awesome new products that we've added too, like these:

{PRODUCT-GRID}

Please come back and take another look at our store - we know there's something new that you'll love.

Thanks,  
Store Name

## **Retention A2**

SL: Your Welcome Back Gift Is Here

BODY:

Hey there {first-name},

Customers like you make our business! In fact, they make working at Store Name fun.

We can't tell you enough how thankful we are to have your business... so we want to show you with a little gift.

Use Coupon Code WELOVEYOU to save 20% off your next order with us.

This coupon is coming to you exclusively because we value you so much as a customer.

Feel free to use it on any product in our store, including our top sellers:

{PRODUCT-GRID}

Thanks,  
Store Name

## **Retention A3**

SL: Is everything okay??

BODY:

Hey {first-name},

You there? We know life can get super busy, but we sent you an awesome gift and we wanted to make sure that you have a chance to use it.

Coupon Code WELOVEYOU gets you 20% off your entire order.

You can use it on any product in our store, but the coupon expires in two weeks do don't delay.

Check out our top sellers:

{PRODUCT-GRID}

Remember, Coupon Code WELOVEYOU gets you 20% off your next order!

Thanks,  
Store Name

## **Retention A4**

SL: We're Back With Some New Releases [EXCLUSIVE]

BODY:

Hello {first-name},

This is an EXCLUSIVE first look at some of our newest products.

Since you're one of our most valued customers, we wanted to let you take a sneak peek at our newest product. These literally have not been seen before now!

{PRODUCT-GRID}

They're all available right now - but only to those who are getting this email!

100% Exclusive First Look!

We hope you love it,

Store Name

## **Retention B1**

SL: We Missed You (Here's A Coupon)

BODY:

We missed you {first-name}!

There's no other way to put it.

We want you back so let's make a deal!

Promise to come back to Store Name and we'll give you this coupon code WEMISSYOU to save 20% off any item on our entire catalog!

You might have missed these products since your last visit:

{PRODUCT-GRID}

These are some of our top sellers of all time!

Remember to use Coupon Code WEMISSYOU to save 20% off any item on our entire catalog.

Thanks,  
Store Name

## **Retention B2**

SL: Lots And Lots Of New Stuff Here

BODY:

Hey {first-name},

We've been working hard in our secret product labs and we've finally released a whole set of new products.

It's been a combination of creative research AND listening to you, the customer.

We think we hit the right combination with these new products.

This is our biggest release in a long time so we'd love to have you back at the store to take a peek at some of our newest items.

New Releases:

{PRODUCT-GRID}

We sincerely hope you love them!

Thanks,  
Store Name

## **Retention B3**

SL: What Would You Like To See In Our Store?

BODY:

Hey there {first-name},

Store Name is always interested in what our customers have to say - especially when it comes to what products they want to see in our store!

We'd like to ask you: What products would you like to see in our store?

You can reply to this email and we promise that we will read each and every single one of your responses.

Our Product Team is constantly looking for new and exciting products to bring to you that meet our quality and standards.

Your recommendations have led to some of our most successful products - some of which you may have bought yourself!

By listening to our customers, we know that we'll always have a great product that people will actually love. That's our goal every single day.

So again, we ask you: What products would you like to see in our store?

Thanks,  
Store Name

## **Retention B4**

SL: Got You A Coupon Code Again

BODY:

Hey there {first-name},

Another day, another opportunity for us here at Store Name to tell our customers how much we appreciate them!

Use Coupon Code SINCERELY and save 20% off any product on our store!

We sincerely appreciate you.

We sincerely thank you.

We sincerely hope you'll enjoy saving 20% off with the Coupon Code  
SINCERELY

Use it on any product in our store, like these:

{PRODUCT-GRID}

Thanks again,

Store Name

## **Retention C1**

Hyper-Personalization

SL: Perfect For People Who Bought {PRODUCT-PURCHASED}

BODY:

Hey {first-name},

Recently, we had a customer email us to tell us how much they loved the {PRODUCT-PURCHASED}.

The customer even mentioned how much his family and friends loved it.

We got to talking and we recommended that he also check out the {UPSELL-PRODUCT}.

It was like love at first sight!

We're telling you - if you loved {PRODUCT-PURCHASED}, you're going to absolutely love this:

{SINGLE PRODUCT FEATURE}

Check it out now at Store Name!

Thanks,  
Store Name

## **Retention C2**

Hyper-Personalization

SL: We Hand Picked These Products For You

BODY:

Hi there {first-name},

First off, we wanted to take a moment to stop and let you know we recognize and thank you for being one of our absolute best customers!

After going through your Order History, we wanted to spend a few minutes to hand pick some products that we thought you'd love:

{PRODUCT-GRID}

We hope you like them!

Thanks,  
Store Name

## Retention C3

### Hyper-Personalization

SL: Let's Make It Order Number {NUMBER-OF-ORDERS}

(Example would be Let's Make It Order Number 4 for all people who have ordered 3 times)

BODY:

Hi {first-name},

Thank you so much for being a repeat customer - it means so much to us that you'd come back and be a customer again!

We work hard every single day to build a brand and store that customers love, so it validates that hard work when we see repeat customers like yourself.

We reviewed the products you've purchased thus far and think we've found some awesome recommendations that might make you ready to make Order Number {NUMBER-OF-ORDERS}.

{PRODUCT-GRID}

These are all available right now at Store Name!

Thanks,  
Store Name

## **Revenue A1**

SL: The Hottest Products Of The Week

BODY:

Hey there {first-name},

These products are literally flying off their digital shelves.

Check out our hottest products of the week:

{PRODUCT-GRID}

We're getting orders from all over the world buying these up like crazy so it's been a wild week!

We'd love for you to check some of these out - available now at Store Name!

As always, you can expect

- 1) Great Service
- 2) High Quality
- 3) Unique Products

Thanks,  
Store Name

## **Revenue A2**

SL: This Week's Newest Releases

BODY:

Hey {first-name},

Stop what you're doing right now and check out this week's newest releases!

These literally JUST went live on our store:

{PRODUCT-GRID}

You're one of the first to see these - they haven't even been out for more than a few minutes.

Check out Store Name now for these and our entire catalog.

As always, you can expect

- 1) Great Service
- 2) High Quality
- 3) Unique Products

Thanks,

Store Name

## **Revenue A3**

SL: Our Most Popular Products Of All Time

BODY:

Hi there {first-name},

We'd like to introduce you to our Product Hall Of Fame.

These are the products that have consistently been the most popular amongst our customers.

We've grown to include a lot of different products, but these right here are our most popular products of all time:

{PRODUCT-GRID}

Thousands of customers worldwide have purchased these.

If you haven't tried these out yet, please check them out now at Store Name.

As always, you can expect

1. Great Service
2. High Quality
3. Unique Products

Thanks,  
Store Name

## **Revenue A5**

SL: Be The FIRST To See These New Products (EXCLUSIVE)

BODY:

Hey there {first-name},

😎 Exclusive Sneak Peek 😎

Just seconds ago, we launched these new products on Store Name and you're about to be among the first in the world to see them!

{PRODUCT-GRID}

Brand new releases! Be the first to get it now!

These are available right now at Store Name.

As always, you can expect

1. Great Service
2. High Quality
3. Unique Products

Thanks,  
Store Name

## **Revenue A6**

SL: See What Other Customers Like You Are Buying

BODY:

Hello {first-name},

Ever wonder what other customers buy on our site?

It's our job to know what people buy (obviously!) but we thought it would be cool to share that info with you!

Over the past six months, these are the products customers similar to you buy most often:

{PRODUCT-GRID}

You can choose from these or the numerous other options in our catalog.

Check out all the details at Store Name.

As always, you can expect

1. Great Service
2. High Quality
3. Unique Products

Thanks,  
Store Name

## **Revenue A4**

SL: This Product Is By Far Our Top Seller

BODY:

Hey there {first-name},

Would you believe that THIS is our top selling product of all time?

We have a ton of cool, unique products but this one right here has sold more than all the others:

{SINGLE-PRODUCT-FEATURE}

Have you come across this on our site before? If you haven't yet, please check it out.

1000+ customers can't be wrong!

As always, you can expect

1. Great Service
2. High Quality
3. Unique Products

Thanks,

Store Name

## **Revenue A7**

SL: The Products You've Always Wanted (Are Here)

BODY:

Hello there {first-name},

♥ The products you've always wanted... are right inside this email!

Here at Store Name our goal is to match you up with the perfect products. Kinda like love at first sight.

Get ready to fall in love with these products:

{PRODUCT-GRID}



Are you in love? Check out all the details at Store Name.

As always, you can expect

1. Great Service
2. High Quality
3. Unique Products

Thanks,  
Store Name

## **Revenue A8**

SL: Almost Gone (Only A Few Left In Stock)

BODY:

Hey there {first-name},

Last call on one of our hottest products of the year right now!

They're almost gone, but we do have a few left in stock so now's the time if you're interested in grabbing one of our top sellers.

{SINGLE-PRODUCT-FEATURE}

As always, you can expect

1. Great Service
2. High Quality
3. Unique Products

Thanks,

Store Name

## **Revenue A9**

SL: Available For This Week Only - Super Limited

BODY:

Hello {first-name},

Limited Time Offer - good this week only!

We're bringing it back - but only for a few days. Last time we offered this, it sold out in less than 72 hours so get it while it's still in stock.

{SINGLE-PRODUCT-FEATURE}

It's not going to last so please take a look now

Check out all the details at Store Name.

As always, you can expect

1. Great Service
2. High Quality
3. Unique Products

Thanks,

Store Name

## **Revenue A10**

SL: Everyone Who Visits Our Store Buys This

BODY:

Hello {first-name},

To say this is our current most popular item would be a dangerous understatement!

There's nothing hotter on our entire store than this product - it feels like every single person who visits our store buys this:

{SINGLE-PRODUCT-FEATURE}

We know you'll join the 1300+ other customers who have decided to purchase this!

Check out all the details at Store Name.

As always, you can expect

1. Great Service
2. High Quality
3. Unique Products

Thanks,

Store Name

## **Revenue A11**

SL: The Product Of The Month

BODY:

Hey there {first-name},

It's that time again...

Introducing the PRODUCT OF THE MONTH

{SINGLE-PRODUCT-FEATURE}

It was a close race, but this is the most popular product for the past 30 days.

You can get it right now at Store Name.

As always, you can expect

1. Great Service
2. High Quality
3. Unique Products

Thanks,

Store Name

## **Revenue A12**

SL: The Product Of The Week

BODY:

Hey there {first-name},

Looking to spoil yourself this week? Why not treat yourself to one of our most popular products.

Check out the PRODUCT OF THE WEEK

{SINGLE-PRODUCT-FEATURE}

Buy it for yourself or someone else - it makes a great gift!

You can get it right now at Store Name.

As always, you can expect

1. Great Service
2. High Quality
3. Unique Products

Best,

Store Name

## **Revenue A13**

SL: Why 500 Other Customers Bought This

BODY:

Hey {first-name},

Sometimes, too many choices can be a bad thing. Ever hear of analysis by paralysis?

We have so many amazing products for dog lovers, but this one is one of our best.

In fact, over 500 other dog lovers bought this over the past year!

{SINGLE-PRODUCT-FEATURE}

Check it out for yourself. 500+ customers can't be wrong!

You can get it right now at Store Name.

As always, you can expect

1. Great Service
2. High Quality
3. Unique Products

Thank you,

Store Name

## **Revenue A14**

SL: Exclusive Deals For Our Mailing List

BODY:

Hello there {first-name},

We've got some exclusive deals for you right inside this email! You won't find this promotion anywhere but our email list.

We've got a couple of new releases as well as some best sellers included in this email-only exclusive promotion so please take a look now:

{PRODUCT-GRID}

Thanks so much for being a part of our email list. We hope you enjoy getting our emails and interacting with our brand.

As always, you can expect

1. Great Service
2. High Quality
3. Unique Products

Sincerely,

Store Name

## **Survey A1**

Non-Incentivized Survey

(TIP: Use a free survey service like Zoho Surveys and link to that)

SL: Please Please Please Give Us Your Feedback

BODY:

Hey there {first-name},

Store Name is always interested in what our customers have to say - especially when it comes to what products they want to see in our store!

Could you please take a few minutes of your time and help us out by answering our survey?

{LINK-TO-SURVEY}

It's just a few short questions and won't take you more than a minute or two.

We would REALLY appreciate it!

Thanks,  
Store Name

## **Survey A2**

Incentivized Survey

(TIP: Use a free survey service like Zoho Surveys and link to that)

SL: Take Our Survey, Get A Big Coupon Code

BODY:

Hello {first-name},

Store Name is always interested in what our customers have to say - especially when it comes to what products they want to see in our store!

If you would be so kind as to answer our quick survey, we'll reward you with a Coupon Code good for 50% off your next order!

{LINK-TO-SURVEY}

It's just a few short questions and won't take you more than a minute or two.

We would REALLY appreciate it!

Thanks,

Store Name

# **Template Customer Support A1**

IN REPLY TO: Shipping Concerns

Hi {first-name},

Thank you so much for your email.

In regards to shipping, here are our store policies:

1. We have multiple warehouses worldwide to ensure fastest delivery. Therefore, you may receive multiple deliveries. Rest assured, you won't be charged any additional shipping.
2. Custom Printed Goods: These items, such as t-shirts and apparel, typically ship within 2-3 days. Total shipping time averages 7-10 days domestically.
3. Other Items: These items may take 2-3 weeks to reach you.
4. Tracking Information: Unless otherwise noted, you'll automatically receive tracking information via email once it's available.
5. Once an item is processed, no changes to the order are permitted.
6. Fast Processing: We process all orders within 24 hours, or sooner!
7. {ADD-OR-REVISE-WITH-YOUR-OWN-TERMS}

If you have any other concerns, please let us know and we'll be more than happy to assist you.

Thank you,  
Store Name

## **Template Customer Support A2**

IN REPLY TO: Payment Concerns

Hi {first-name},

Thank you so much for your email.

In regards to payments, here are our store policies:

1. Major Credit Cards: We securely accept Visa, MasterCard, American Express, and Discover.
2. Other Payment Methods: We securely accept PayPal.
3. No other payment methods are supported at this time.
4. {ADD-OR-REVISE-WITH-YOUR-OWN-TERMS}

If you have any other concerns, please let us know and we'll be more than happy to assist you.

Thank you,  
Store Name

## **Template Customer Support A3**

IN REPLY TO: Return Concerns

Hi {first-name},

Thank you so much for your email.

In regards to returns and exchanges, here are our store policies:

1. Return Policy: Returns are allowed, with prior obtained return authorization from Customer Support, within 30 days of your order.
2. Return Shipping: The customer is responsible for all return shipping fees.
3. Exclusions: Custom Printed Goods cannot be returned (exchanged only).
4. Exchange Policy: Exchanges are allowed, with prior exchange authorization from Customer Support, within 30 days of your order.
5. {ADD-OR-REVISE-WITH-YOUR-OWN-TERMS}

If you have any other concerns, please let us know and we'll be more than happy to assist you.

Thank you,  
Store Name

# **Template Customer Support A4**

IN REPLY TO: Sizing Concerns

Hi {first-name},

Thank you so much for your email.

In regards to sizing, here are our store policies:

1. Sizing Chart: {LINK-TO-SUPPLIER-SIZING-CHART-OR-PAGE}
2. Exchanges Based on Sizing: Exchanges are allowed, with prior exchange authorization from Customer Support, within 30 days of your order.
3. {ADD-OR-REVISE-WITH-YOUR-OWN-TERMS}

If you have any other concerns, please let us know and we'll be more than happy to assist you.

Thank you,  
Store Name

## **BlackFriday A1**

SL: No Coupons Needed For Our Black Friday Sale

BODY:

Hey there {first-name},

It's just about time for Black Friday and apart from the crazy long lines and Thanksgiving hangovers, the one thing we hate most are annoying coupon codes.

That's why we're running an awesome deal that we call the No Coupon Black Friday Special!

It's pretty much exactly like it sounds. Black Friday Specials + No Coupons.

Special Black Friday Pricing will be available across the store starting in just a few hours (since we like to celebrate early)!

Check it out now → {store-link}

Happy No Coupon Black Friday,  
Store Name

## **BlackFriday A2**

SL: Each Year These Always Make The Perfect Gifts

BODY:

Hey there {first-name},

We know how passionate {dog-lovers} are. Passionate, loyal, and always appreciative of an awesome gift.

We've seen it over and over, year after year. These are by far our most popular products each holiday season:

{PRODUCT-GRID}

Remember, these are already part of our No Coupon Black Friday so you can save big right now at {store-URL}.

Happy (almost) Black Friday,  
Store Name

## **BlackFriday A3**

SL: Free Gift For Every Black Friday Purchase

BODY:

Happy Black Friday {first-name}!

We've got some awesome news :)

Everyone who makes a purchase during our Black Friday Promotion will receive a FREE GIFT!

It's free.

It's awesome.

It's coming to you as a thank you from us for making any purchase during Black Friday.

Check out some of our amazing deals now → {store-URL}.

Happy Savings,  
Store Name

## **BlackFriday A4**

SL: Our Top Selling Black Friday Products

BODY:

Hey {first-name},

Have you been having fun shopping this Black Friday Weekend? Our store has been jam packed all weekend long - thank you so much for that!

Here's what customers like you have bought this Black Friday:

{PRODUCT-GRID}

It's all available right now AND our Black Friday Promotion is still going on so all you need to do is head over and save big at {Store-URL}.

Happy Savings,  
Store Name

## **BlackFriday A6**

SL: Cyber Monday Deal: Free Gift With Every Order

BODY:

Hey there {first-name},

Cyber Monday is here... and for you, it's just as good as Black Friday since we're keeping our promotion running!

Anyone who places an order during Cyber Monday will receive a free gift from us!

Now... we can't tell you what it is, apart from the fact that we really love it and think you will too.

No coupons needed. No unlocking anything. No camping out in the cold.

Just visit {STORE-URL} and any order you place gets the free gift.

Here's a great idea! Buy someone a gift from us today, get a free gift for yourself. Now if that's not the true spirit of the holiday season, we don't know what is ;)

Happy Gifting,  
Store Name

## **BlackFriday A7**

SL: Black Friday Extended ALL Of This Week

BODY:

Huge News {first-name}!!

We are extending Black Friday for this entire week!

No Coupons Needed.

Free Gift With Every Purchase

Shop Now at {Store-URL}

Check out some of our hottest products:

{PRODUCT-GRID}

Without a doubt, you'll find the perfect gift for that {dog-lover} on your list!

We know how busy this time of year can be so we hope this extended promotion helps you out :)

Thanks,

Store Name

P.S. Remember, no coupon codes needed!

## **Customer Appreciation A1**

SL: We Literally Just Want To Say Thank You 😊 😊

BODY:

Hey there {first-name},

First off, I'd like to preface this by saying that this is absolutely NOT a sales or marketing email.

It's a great, big, genuine THANK YOU email! 😊 😊

We're truly grateful to have you as a part of our brand and community and wanted to let you know how much we mean that.

If there's anything we can do to be a better brand for you, please don't hesitate to let us know by replying to this email.

Sincerely,  
Store Name

## **Customer Appreciation A2**

SL: THANKYOU (it's a coupon code, not a typo)

BODY:

Hey there {first-name},

Has anyone stopped to actually say those two powerful words to you today?

Thank You.

Or, as we like to say: THANKYOU

We wanted to thank you so much for being a valued part of our brand and community, so we're sending you this brand new coupon code that will get you 20% off your next order.

Just use coupon code THANKYOU at checkout.

But hurry! This 20% off coupon code expires in 2 weeks so don't delay.

Shop Now at {Store-URL}

THANKYOU,  
Store Name

## **Engagement A1**

SL: How We Come Up With Our Amazing Products

BODY:

Hey {first-name},

We love seeing customers truly enjoying our products. We think we love it even more than the competition!

Why is that?

Because our Product Team is composed of {dog lovers} like yourself!

And every single product on our site is originally crafted and designed by our Product Team!

When other {dog lovers} buy our products, it gives us the warm, fuzzy feeling inside because we actually brainstorm every single idea from concept to design to delivery!

Sure, we love making sales (what business doesn't?)...

But we really LOVE connecting with other {dog lovers} and creating products that truly resonate with them!

We promise to continue to produce high quality, unique products that are perfect for you.

Shop Now at {Store-URL}

Thanks,  
Store Name

## **Engagement A2**

SL: Why You Can Always Trust Buying From Us

BODY:

Hey there {first-name},

We definitely have a collection of incredible products that we think are pretty much perfect for you.

We also have a mission statement, customer ethos, and customer service dedication that is the perfect match for every customer.

Here's just a few reasons why you can always trust buying from us:

- 1) Satisfaction Guarantee
- 2) High Quality Products
- 3) Easy Returns
- 4) 500+ Satisfied Customers
- 5) {Dog-Lovers} Like Yourself
- 6) 100% Secure Checkout
- 7) 24/7 Customer Service

We're here for you. Always. Satisfaction Guaranteed.

Shop Now at {Store-URL}

Thank you,  
Store Name

## **Engagement A4**

SL: Connect With Us On Social (we follow back!!)

BODY:

Let's get social {first-name}!

We here at {Store Name} love getting social, so you'll definitely find us sharing a funny meme or twelve on our main social media channels.

Please give us a Like or a Follow (or both) and help us build an amazing online community made up of awesome {dog-lovers} like you!

Like Us On Facebook

Follow Us On Instagram

Subscribe On YouTube

We'll definitely follow you back :)

See you on social,

Store Name

## **Engagement A5**

SL: Thank You For Opening Our Emails

BODY:

Hey {first-name},

Thank you for opening our emails. Don't think we haven't noticed you over there!

We sincerely appreciate you taking the time out of your busy schedules to read about what's new with our brand.

In fact, we wanted to show you how much we appreciate you with a bunch of great emojis and more importantly, a coupon code for 20% off your next order on our store!



Coupon Code: OPENEMAIL

Just type in that code, OPENEMAIL, at checkout and you'll immediately get 20% off your order.

Shop Now at {Store-URL}

And hey, who knows... keep opening our emails and we'll keep thanking you with more than emojis

Thanks again,  
Store Name

## Holiday A1

SL: This Holiday Season We've Got The Perfect Gifts

BODY:

Hey there {first-name},

Can you believe it's already Holiday Season again?! How did the year go by so fast??

Anyways, we know you probably have a lot of {dog lovers} like yourself on your Gift List this year, so why not come back and check out our most popular products!

Give these gifts this year and you'll be the real MVP:

{PRODUCT-GRID}

Great gifts, great quality, great customer service.

It's how we make the Holiday Season just a little more special for you and yours :)

Thanks,  
Store Name

## Holiday A2

SL: No Tricks Just Treats From Us This Halloween

BODY:

Hey {first-name},

Happy Halloween!

It doesn't matter how old we get, we're still going Trick or Treating for some candy.

We've also got some great treats for you, no tricks required.

There's also no calories in these so probably a better choice than the sweets:

{PRODUCT-GRID}

There's way, way more than that too so check out our full catalog at  
{Store-URL}

Happy Halloween,  
Store Name

## Holiday A3

SL: You Just Got Lucky On St Patrick's Day

BODY:

Hey there {first-name},

It seems like the Luck of the Irish paid you a visit on this St. Patrick's Day

To celebrate one of our favorite holidays, we're randomly sending out coupon codes for FREE SHIPPING on any order at {Store Name}!

Here's your code: LUCKYME

Just enter that code at checkout and you'll immediately get free shipping :)

Good on any product on our store, like these top sellers:

{PRODUCT-GRID}

Happy St. Patrick's Day from our team!

Thanks,  
Store Name

## Holiday A4

SL: We Love You Even More Today

BODY:

Hey there {first-name},

Roses are red.  
Violets are blue.  
Happy Valentine's Day  
{Store Name} has free shipping for you!

Now personally, we like the poem but you're probably more into the free shipping and that's totally OK.

Use coupon code VALENTINE to get free shipping on your next order!

And since we've already hit you with Cupid's Arrow, why not fall in love with these products...

{PRODUCT-GRID}

Clearly lots of awesome stuff to love today <3

Happy Valentine's Day,  
Store Name

## Holiday A5

SL: We Are Thankful For YOU ❤️ ❤️

BODY:

Hey {first-name},

The Store Name Team wants to wish you, your family, and your friends a very Happy Thanksgiving!

As we sit down with our friends and families, we wanted to make sure we acknowledged how thankful we are for YOU!

We truly work hard every single day to bring {dog-lovers} like you awesome, high quality products.

It's been a real journey so far and we are just so very thankful that you're a part of it!

As the holiday season approaches, please take another look at {Store-URL} - we have gifts that you'll be proud to give.

Happy Thanksgiving,  
Store Name

## Holiday A7

SL: We RESOLVE To Save You Money Today

BODY:

Hey there {first-name},

Happy New Years!

Watch this! We're going to actually achieve our New Year's Resolution right now!

We resolve to save you money on our awesome products.

Resolving...

Resolving...

Resolving...

Save 20% off any product on our store with coupon code RESOLUTION

That was actually pretty easy!

Use that code and save on our hottest products:

{PRODUCT-GRID}

Now that is a great way to kick off the New Year!

Thanks,  
Store Name

## Holiday A8

SL: The Perfect Gift For The Perfect Mom ❤️ ❤️

BODY:

Hey there {first-name},

Repeat after me. "I will not buy a boring Mother's Day gift this year."

Say it a few times out loud if you have to.

This is the one holiday where you really should always put in the extra effort.

Mom's are special. We don't need to tell you that.

Get the perfect Mom in your life the perfect gift.

Our Top Selling Mother's Day Gifts

{PRODUCT-GRID}

Any of these will put a major smile on that Mom's face 😊

Thanks,  
Store Name

## Holiday A9

SL: We Know What Every Dad Really Wants

BODY:

Hey {first-name},

When it comes to Dad's Day Gifts, trust us, you don't want to give Pops another weirdly designed tie.

We here at {Store Name} know what every Dad really wants, especially Dads that love {dogs}!

Here's our most popular Father's Day Gifts this year:

{PRODUCT-GRID}

Dad doesn't want another pink polka dot tie this year! Get him something cool and original instead!

Happy Father's Day to all,

Store Name

## Holiday A6

SL: Sneak Peek At Next Year's New Releases

BODY:

Hey {first-name},

First of all, Happy New Year's Eve! Hope you've got something fun planned to celebrate the new year tonight.

Since you're truly one of our most valued customers, we wanted to offer a sneak peek tonight at some of the products we'll be releasing over the first few months of the new year!

These have not been released to the public yet so you're the FIRST to see these.

{PRODUCT-GRID}

They're available for a few days, for you only, because you're getting this sneak peek email :)

We'd love to hear your thoughts as we know these will be some of our most popular items this coming year and beyond.

Happy New Year's Eve,  
Store Name

## Holiday A10

SL: Celebrate The 4th Of July Early With Us

BODY:

Hey there {first-name},

It's not yet July 4th, but we're already thinking fireworks and beach barbeques!

It's tradition here at {Store Name} to take it easy on the Fourth of July to spend time together and celebrate as a family.

Since we'll be (mostly) relaxing this 4th, we wanted to share two things with you in preparation of the big day.

First, grab coupon code 4THOFJULY to save 20% off any product on our store!

Next, use it on one of our most popular products, like these:

{PRODUCT-GRID}

Don't forget to save room for some Hot Dogs and BBQ too!

Happy Birthday America,  
Store Name

## **Holiday A11**

SL: Happy Passover From Our Entire Team

BODY:

Hi there {first-name},

We wanted to wish you all a Happy Passover. For those of you celebrating, enjoy time with your family!

Passover is a time to celebrate, so why not celebrate in style with some of our hottest products:

{PRODUCT-GRID}

Makes a great Passover gift (or just buy one for yourself, you know you want to!)

Happy Passover,  
Store Name

## **Holiday A12**

SL: Look What The Easter Bunny Left For You

BODY:

Hi there {first-name},

Happy Easter from the Easter Bunny (and all of us here at Store Name)!

Apart from some colored eggs that we found hidden in our shoes, it looks like the Easter Bunny came through and left an awesome gift for you.

Use Coupon Code EASTEREGGS and save 20% off any product on our entire catalog.

Your Easter Gift even works on our top selling products, like:

{PRODUCT-GRID}

Hope you find something EGG-CELLENT to add to your Easter Basket ;)

Happy Easter  
Store Name

## **Holiday A13**

SL: Kick Off The Summer With Us

BODY:

Hi there {first-name},

Happy Memorial Day! It's one of the most popular holidays for the Store Name staff.

Who doesn't love summer?! And this is definitely the official kick off weekend.

Why not treat yourself (or a friend) with one of our top selling products:

{PRODUCT-GRID}

Happy Summer!

Thanks,  
Store Name

## **Holiday A14**

SL: Happy Veterans Day To All Vets And Their Families

BODY:

Hi there {first-name},

We here at Store Name wanted to be one of the first to wish you a Happy Veterans Day.

We say this with great pride that we are not just thankful, but in-awe of the heroic bravery these Veterans show every single day.

If you're a Veteran, please reply to this email and we'd love to send you a free gift as a sincere thank you for your service.

Happy Veterans Day everyone!

Thanks,  
Store Name

## Holiday A15

SL: We've Got Prime Day Sales Right Here

BODY:

Hey {first-name},

Well how do you like that?

Amazon Prime Day is today and even though we're not Amazon, we're celebrating with some awesome deals across our store!

{PRODUCT-GRID}

These are just some of the incredible deals we're running right now.

Amazon can't have all the fun! It might be their holiday, but we're getting in on it too :)

Happy Shopping,  
Store Name

## **Holiday A16**

SL: Gifts For Grads (who love dogs)

BODY:

Hey there {first-name},

You might know a special someone who is celebrating a Graduation in the coming weeks. Maybe you're graduating yourself - if so, congrats!

We have some perfect gifts for Grads who love dogs throughout our catalog.

These are always popular Graduation Gifts every single year:

{PRODUCT-GRID}

To all the new graduates, congratulations on your achievements!

Thanks,  
Store Name

## **Holiday A17**

SL: Back To Fall, Back To School

BODY:

Hey there {first-name},

It's already Back to School season which means it's almost our favorite time of year - Fall!

The weather starts to cool down. The leaves start to change colors.

For parents, the best part might just be the kids going back to school!

Check out these perfect Back To School / Back To Fall Deals:

{PRODUCT-GRID}

We know you'll find something you love!

Thanks,  
Store Name

## **Holiday A18**

SL: The Dog Lovers Gift Guide

BODY:

Hey there {first-name},

It's that time of year again so we decided to update our annual Dog Lovers Gift Guide!

Every year dog lovers (and family and friends of dog lovers) come to us for recommendations on what would make the absolute perfect gift.

To make it easy for everyone, we create a Gift Guide each year with our hottest selling, most popular products.

This way, you'll always know you're giving someone an awesome gift... like these!

{PRODUCT-GRID}

These are all hot sellers so they'll make the perfect gifts!

Happy Gifting,  
Store Name

## **Holiday A19**

SL: The Big Game Brings Super Huge Deals

BODY:

It's almost gametime {first-name}!

We're getting the pizza, chips, and tacos ready for the big game.

We're also getting ready to release some awesome new product and we want you to be the first to see it!

Check out our newest releases!

{PRODUCT-GRID}

To celebrate the Big Game, use coupon code SUPERDEAL and get 20% off your next order!

Thanks,  
Store Name

## **UGC A1**

SL: Picture or Video Of You + Us?

BODY:

Hey there {first-name},

We hope you're truly enjoying the {PRODUCT-PURCHASED}! It's quickly become one of our most popular products of all time!

We're reaching out to see if you'd be willing to help us out!

Please send us a photo or video of you enjoying the product!

You can reply back to this email or even post it on our Facebook Page - whichever is easier for you.

We sincerely thank you for being a valued customer and we'd absolutely LOVE to see some great pictures or video of you with the product :)

Thanks,  
Store Name

## **UGC A2**

SL: Trade You A Coupon Code For A Photo

BODY:

Hi there {first-name},

Let's make a trade!

We'll give you a coupon code for 50% off any product on our site.

All you need to give us is a photo or video of you enjoying our products.

You can simply reply to this email with the photo or video or even post it on our Facebook Page - whatever's easier for you.

Pretty fair deal, wouldn't you agree?

The photo or video can be as simple as snapping a selfie of you enjoying the product. Bonus points for awesome photos and videos with huge smiling faces!

Who knows - we may even feature you on our social media!

Let's trade,  
Store Name

## **UGC A3**

SL: Pictures Of Our Super Happy Customers

BODY:

Hey {first-name},

We started Store Name because we wanted to create a brand that people can actually fall in love with.

While we're certainly not perfect, we're very, very proud of the community we've built so far.

Take a look at some pictures of actual customers: {LINK-TO-FACEBOOK-ALBUM-OR-TESTIMONIALS-PAGE}

We'd love to include you too!

Please reply back to this email with a photo or video of you enjoying our products!

We'll immediately reply back with a coupon code for 50% off!

Thanks for being a valued customer,  
Store Name

## **UGC B1**

SL: Ever been rewarded for taking a selfie?

BODY:

Hey there {first-name},

When's the last time someone rewarded you for taking a selfie?!

That's right - we want to give you something just for snapping a quick selfie.

We're reaching out to VIP Customers looking for photos of them enjoying our products.

All you need to do is reply to this email with a picture or photo of you enjoying our products.

What do you get in return?

A massive 50% OFF coupon good for any product in our store.

Simply reply to this email with the photo or video attached or post it on our Facebook Page.

Thanks,  
Store Name

## **UGC B2**

SL: We Need Your Beautiful, Amazing Face

BODY:

What's up {first-name},

Let's get straight to it - we need your beautiful, amazing, stunningly unique face.

Well, we actually just need a photo or video of it.

More specifically, a photo or video of you enjoying our products.

If you can send us that, we'll gladly reply back with a 50% off coupon code good for any product on our store.

HALF PRICE just because we think you're super beautiful!

Simply reply to this email with the photo or video or post it on our Facebook Page. All you need to do is smile and show off your products!

Thanks,  
Store Name

## **VIP A1**

SL: Welcome To The VIP Customer Club

BODY:

Hey there {first-name},

Congratulations! Welcome to the Store Name VIP Customer Club

This VIP Club is 100% free. You've been invited because we personally looked at your order history and products and thought you'd be a great addition to our club.

What happens next?

All you need to do is be on the lookout for our exclusive VIP Club Emails. They'll contain exclusive VIP offers like discounts, sneak peeks, exclusive collections, gift cards, giveaways, and more!

You don't need to do anything else - you're already part of the VIP Club!

Welcome VIP,  
Store Name

## **VIP A4**

SL: Join Our Exclusive Members Only Facebook Group

BODY:

Hey {first-name},

Store Name VIP Customer Club

Do you want to be a part of our brand new Members Only Facebook Group?

It's exclusively open to VIP Customer Club Members only - which is you!

Join The Group Now: {LINK-TO-FACEBOOK-GROUP}

As a VIP, feel free to invite up to ten friends to our exclusive group.

We'll be giving away product, sharing exclusive deals, and connecting you with other VIP members like yourself.

See you inside the group,

Store Name

## **VIP A6**

SL: Want To Make Money Recommending Store Name

BODY:

Hey {first-name},

Store Name VIP Customer Club

We have an affiliate program here at Store Name which basically means we'll pay you every single time you refer a customer to our store.

You're already a VIP, why not make some money for it?

Sign Up For Our Affiliate Program Here: {LINK-TO-REFERSION-SHOPIFY-AFFILIATE-SIGNUP}

If you have friends and family like you, this is easy money!

Just sign up for the affiliate program to get your own affiliate link. Then share that out to all your friends and family.

The more they buy, the more you earn - simple as that!

Thanks,  
Store Name

## **VIP A5**

SL: A Gift For Being A VIP Customer

BODY:

Hey {first-name},

Store Name VIP Customer Club

Here's a free gift that we wanted to send you simply because you are a VIP Customer.

Coupon Code: VIPONLY

That code will get you 25% off your entire order with us at Store Name.

It's just another perk of being invited into our free, but exclusive, VIP Customer's Club.

Use Coupon Code VIPONLY on our newest products:

{PRODUCT-GRID}

Thank you for being a VIP,  
Store Name

Aneka Grandison  
[www.snatchqueen.com](http://www.snatchqueen.com)