

Subject line: (Name), You're family now.

(Name), We're happy to have you.

(Name), Welcome to padimi.co.

Hey (Name),

Thank you for making the smart decision to create a padimi account.

I'm Seth Usanga, CEO of padimi.co, and I am thrilled to welcome you to the padimi family.

### **Why We Founded Padimi Health**

Quality healthcare is too expensive for most Nigerians.

So we founded Padimi to make sure you can get exceptional healthcare in the best hospitals of your choosing at a very affordable price.

### **What's Next?**

Our healthcare plans fit into every budget, including yours. Check out our offers below and click the link to learn more about them.

(Image of a black man/woman smiling at a phone)

### **PADIMI LITE**

A budget-friendly comprehensive plan which costs less than you spend on data every month!

CTA: [Learn More](#)

(Image of a happy black couple)

### **PADIMI STARTER**

Are you and your spouse looking to build a future together? This plan is a perfect cover for young couples planning to start a family.

CTA: Learn More

(Image of a happy black family of 4-5, including parents)

## **PADIMI CONNECT**

Are you looking to grow your family? You'll need an affordable plan that covers you, your better half, and your children so you can focus on other things—like building your family legacy.

CTA: Learn More

## **PADIMI PLATINUM**

Have you always wanted more to life? Not just for yourself, but for your family too. This plan has a lot of extra-juicy benefits—like international care, and so much more that you do not want to miss out on.

CTA: Learn More

We have more amazing offers, too much to talk about in one email. And I'm sure you'll come across them soon.

If you have any questions or problems, please reach out to us at 091009100 or [support@padimi.co](mailto:support@padimi.co).

Again, welcome to Padimi.

Your friend,

Seth Usanga

(Signature)

CEO, padimi.co.