

Welcome Email #1: Welcome OfferSubscriber

Welcome Email

To send after someone signs up for mailing list

From	hi@companyname.com
Subject line 1:	Thank you for supporting our heroes! A welcome gift inside...
Subject line 2:	Welcome to a community that supports our everyday heroes!
Subject line 3:	Welcome to a community who aspires to make a difference.
Header	Company Logo
Preview text:	
Banner description:	No banner
Headline:	People like you make us stronger everyday.
Body:	<p>{NAME}</p> <p>We're glad you've signed up for the Aspire Gear newsletter. Not only will you receive updates and special offers on equipment and items that support everyday heroes, but we will also share some of the more inspirational (and aspirational) stories from some of our men and women in uniform, from EMTs to military vets.</p> <p>As a thank you for joining our newsletter and supporting these servants, we wanted to offer you 10% off anything in our store.</p> <p>Simply click enter the code WELCOME1 when you check out to received your discount.</p> <p>If you have any questions for us, feel free to reply to this email. Otherwise, feel free to click on the button below to take advantage of your welcome gift.</p> <p>Thank you for your support (INSERT NAME)</p>
CTA 1:	Button {Get Your Welcome Present}
CTA 2:	Top Selling Items
Unsubscribe info & button	No longer want to receive these emails? No problem. We'll be here the next time you want to support your local public servants.

	Unsubscribe.
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Welcome Email #2:What to Expect/Who We Are (maybe combined) along with donations

Send Date:	
Send Time:	+2 days
List	subscribed
Exclude	Purchases from first email
Reason for sending:	Welcome and thanks for signing up
Goal:	Engagement & sales
Subject 1 103	When you buy with us, you give to the heroes who need it.
Subject 2 101	Which heroes do you want to support?
Subject 3 99	Your welcome gift supports our heroes.
Preview text	We're determined to make life easier for public servants.
Banner description	N/A
Headline	<i>Buy Today. Donate Tomorrow.</i>
Body	<p>Hey {{ first_name default:'friend' }},</p> <p>We're on a mission to make sure our everyday heroes get the support they deserve--and a large part of that is giving to charity.</p> <p>As one of our valued members, every 4 months you'll receive a survey from us with several different charities included. That's right, our customers get to VOTE on who gets our money for that quarter.</p>

	<p>We want you to have a say in helping our heroes, whether that means voting on where our charitable donations go, or just choosing to support them with your own wallet when you buy from us.</p> <p>Speaking of which, we wanted to remind you of the welcome offer we sent you. To get 10% off anything in our store, all you have to do is type WELCOME1 in the sign-out screen.</p> <p>Every purchase you make adds some money to our charity pot, because we want our customers to get the most bang for their buck.</p> <p>Click the button below if you'd like to use your welcome discount. In the meantime, keep a lookout for the charity email in a few months.</p> <p>{USE YOUR WELCOME DISCOUNT BUTTON}</p> <p>Thank you for your support, (INSERT NAME)</p>
CTA	Use your 10% Welcome Discount [SHOP NOW]
Products	New_arrivals
Second CTA	If you're interested in keeping track of our newest gear, make sure to like our Facebook page. We post all of our new gear on our page and in our customer newsletter.

Welcome Email #3: Reviews

Send Date:	
Send Time:	+7 days
List	subscribed
Exclude	
Reason for sending:	Welcome and thanks for signing up

Goal:	Engagement & sales
Subject 1 102	We want to hear your thoughts...
Subject 2 110	We love hearing from our most valued customers.
Subject 3 91	We always want your feedback.
Preview text	Our customer reviews keep us going.
Banner description	N/A
Headline	<i>Our Customers Matter</i>
Body	<p>Hey {{ first_name default:'friend' }},</p> <p>We take pride in our customer service, and we back up our talk with a serious walk. In fact, not only do we respond to every email we receive, but we also do a review round-up every year to see how we've been doing.</p> <p>Here was what our customers thought of us in 2017.</p> <p>In fact, you can go back a few years and see how our reviews have stacked up.</p> <p>If you've got an idea of something you'd like, or a question you have, or you just want to drop us a line, go ahead and reply to this email.</p> <p>We thank you for your support. (INSERT NAME)</p>
CTA	If you're interested in keeping track of our newest gear, make sure to like our Facebook page. We post all of our new gear on our page and in our customer newsletter.
Products	
Second CTA	

Welcome Email #4: Timed Subscriber Only Offer/Different Product Categories

Send Date:	+20 days	
Send Time:		
List	subscribed	
Exclude		
Reason for sending:	Welcome and thanks for signing up	
Goal:	Engagement & sales	
Subject 1	104	An offer ONLY for our subscribers...
Subject 2	93	New items and a new offer ONLY for our subscribers
Subject 3	102	A 48 hour sale only for our subscribers!
Preview text	A gift for our most valued customers!	
Banner description	N/A	
Headline	<i>New Support and a New Sale</i>	
Body	<p>Hey {{ first_name default:'friend' }},</p> <p>These week we wanted to highlight a few of our most popular items, AND give you a chance to grab them with a SUBSCRIBER ONLY DISCOUNT!</p> <p>That's right, for the next 48 hours, you can get 20% off of any of the following item categories:</p> <ol style="list-style-type: none"> Our Awareness Gear: This is our broadest selection, including everything from shirts, mugs and jewelry from all of our favorite causes. Our Thin Line Gear: This includes our specialty items like flags, drinkware, rings and more. 	

	<p>Click on the button below to shop in these two categories, and use code INSERT CODE HERE to get your 20% discount on check-out.</p> <p>But don't wait! This offer only lasts for the next 48 hours, so make sure you grab your gear while you can.</p> <p>Thank you, (INSERT NAME)</p>
CTA	Get 20% off these product lines [SHOP NOW]
Products	Best_sellers
Second CTA	

Welcome Email #5: Subscriber Offer Reminder

Send Date:	+24 hours after last email	
Send Time:		
List	subscribed	
Exclude		
Reason for sending:	Welcome and thanks for signing up	
Goal:	Engagement & sales	
Subject 1	104	Only 24 hours left to use your subscriber discount!
Subject 2	93	Don't forget to use your 20% subscriber discount!
Subject 3	102	You're 20% subscriber discount is about to expire...
Preview text	Our most popular gear at a great price.	
Banner description	N/A	
Headline	<i>Last 24 hours to use your 20% discount.</i>	

Body	<p>Hey {{ first_name default:'friend' }},</p> <p>We just wanted to remind you that you have 24 hours left to use your special 20% off subscriber discount!</p> <p>Our most popular items are covered under this discount, including our Awareness Gear and Thin Line Gear.</p> <p>If you want to grab more gear and support our everyday heroes, click on the button below to shop and use your 20% off code!</p> <p>(DISCOUNT CODE BUTTON)</p> <p>Thank you for your support, (INSERT NAME)</p>
CTA	<p>I want 20% of my gear! [SHOP NOW]</p>
Products	<p>Best_sellers</p>
Second CTA	