

EMAIL CAMPAIGN TEMPLATE

■ Mindful Monday/Wellness Wednesday/Spiritual Saturday

- This is meant to engage your audience and make them appreciate the brand and the value of the companies message

■ Best Sellers

- Highlight your best-selling products and intrigue your customers to buy them

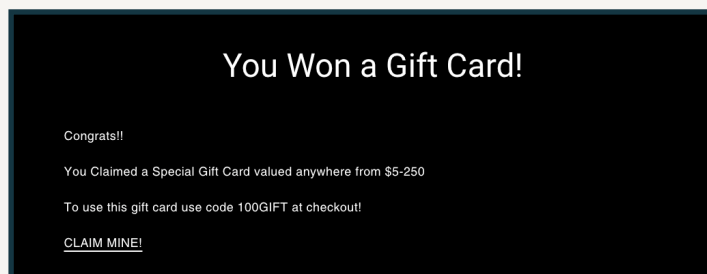
■ New Drops

- Send a preview email discussing the drop, give insights to the what and the why behind the drop
- Official drop email

■ Ambassador specials

- <https://docs.google.com/document/d/1ApAJhNT3pMtKobHiqp6qSGzqeP9vH4tkTDoA7BJDxzM/edit>

■ Gift Card



- Create a page on Shopify that says the following

Hey there,

We're giving away **100 gift cards** worth \$5-250 (first come first serve)

Here's how you can still claim one:

1. Check if there are any Gift Cards available [here](#).

If there are, consider yourself lucky!!

2. Add your Favorite items to your Cart
3. Save anywhere from \$5-250 on your order!
4. Place your order and spread the link above with your friends to potentially save them money as well!

Get your free [Gift Card here](#) (Limited supply available)

Thanks!

- Habits New York Team

[CLAIM IT](#)

- Email should have these instructions:



- Flier like this:

■ Restock alerts

- One email can ask for the customers “size” and “item” they want that is currently out of stock
- An email with the restocked items

■ Free Shipping Friday (or any day)

- Let your customers know that there is free shipping site wide for the day

■ Bundle deals

- Buy a Hoodie get a FREE shirt
- Get a free hat when you spend \$100



■ "Get the Lowdown on our Exclusive Capsule Collection"

- This email could highlight an upcoming capsule collection with limited edition pieces that are only available for a short period. The email could offer subscribers a first look at the collection and encourage them to act fast before the items sell out.

■ Product Reviews

- Highlight happy customers and show off their 5 star reviews and then have links to those products

