



Welcome Email Marketing Template

Subject: Welcome to the Family! We're Glad You're Here

Hi [\[First Name\]](#),

Thank you for joining the [\[Business Name\]](#) community! We're thrilled to have you on board.

As a small business, your support means a lot to us. This email means you're officially in our newsletter (we promise not to spam!). Here are some of the emails that you can look forward to from us:

- **Helpful tips and updates delivered straight to your inbox**
- **Birthday wishes (and a treat!)**
- **First dibs on any sale or discounts on our product**

If you've just booked an appointment or made a purchase, you'll receive a confirmation email with all the details shortly. In the meantime, here are some resources you can explore:

[\[Link to your website, portal, or service page\]](#)

[\[Link to FAQs or contact page\]](#)

If you have any questions, our team is always here. Simply reply to this email or reach us at [\[Contact Email or Phone Number\]](#).

Welcome again, and stay tuned!

Warm regards,

The [\[Business Name\]](#) Team

[\[Website URL\]](#) | [\[Social Media Links\]](#)



Promotional / Sales Email Template

Subject: Hi, Our Once-a-Year Sale Just Went Live!

Hi[First Name],

Our [Name of Sale] Sale has just started, and **you're the first to know!**

For a limited time only, you can enjoy **up to 60% off** our[products/services]. There's no better time now than to [treat yourself / book an appointment / refresh your look / get ahead of your goals / stock up on your favourites].

Here's what's waiting for you. Blink and you'll miss it!

[Offer #1 – i.e. "Save 25% on all whitening treatments"]

[Offer #2 – i.e. "Buy one, get one 50% off select products"]

[Offer #3 – i.e. "Free gift with every booking over \$100"]

The sale doesn't officially go live until tomorrow at 8 am AWST, so **you have 24 hours** to grab what you need first before the general public gets in on it. Don't wait until they're gone!

[Shop the Sale]

Cheers,

The [Business Name] Team

[Website URL] | [Contact Info]



Abandoned Cart Email Template

Subject: Spotted something you liked? We've saved it for you.

Hi[First Name],

Were you checking out [Product/Service Name]? If you'd like to see it again, we've saved it for you!

Here's a little reminder of what's waiting for you with **just a click away**

[Insert Product/Service Name]

[Insert short product or service description - i.e. "Our most luxurious spa treatment for couples who want to reconnect and rejuvenate!"]

To make it even better, we're offering a **free mystery gift** (worth \$100) when you complete your booking. But hurry, this offer is only available for the **next 48 hours!**

[Complete Your Purchase]

Here's what our customers are saying:

"[Short testimonial quote]"

Don't miss it!

Best Regards,

The [Business Name] Team

[Website URL] | [Contact Info]



Win-Back Email Template

Subject: Hello [First Name], it's been a while ...

Hi [First Name],

It's been 3 months since we last saw you, but hey, we understand! Life gets busy, but your [end results / goals / business] still matter to us.

At [Business Name], we want to make it easy for you to get back on track. If you'd like to start [e.g. keeping your teeth healthy, improving your wellbeing, feeling confident again], we're right here with you.

And to help you return with a smile, here's something special just for you: Book your next appointment within 48 hours, and you can **enjoy 15% off!**

How's that for a nice gift?

[Book Now] | [Shop Now]

Let's pick up where we left off.

Best Regards,

The [Business Name] Team

[Website URL] | [Contact Info]



Seasonal Email Template

Subject: Here's a Treat Your Mum Will Love This Mother's Day

Hi [First Name],

She's your biggest supporter, your best listener, and the one who always knows just what to say. This Mother's Day, show her how much she means to you with something she'll truly love.

Shop our Mother's Day Special today at [insert business name]!

Mother's Day Special: [insert product or service here]

Prefer to let her choose? No worries. Our gift cards start from \$50, so there's definitely something for everyone.

[Shop Gift Cards]

Wishing you a wonderful Mother's Day with mum xxx.

The [Business Name] Team
[Website URL] | [Contact Info]



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