

eMail Marketing
 UNLOCKED

NEILPATEL

Content Abandonment Sequence

How To Go **From Zero To 50,000** Subscribers
With Email Marketing

Subj line: Get x% off on our [Products] for limited time!

Purpose: Offer a discount and convert people that have engaged with content

Day: 1st day when visitor interacts with content on site.

Hi, [First Name]!

We have a surprise for you.. a x% OFF coupon!

Use this coupon code [name] at the checkout and benefit from x% off on your entire order!

But keep in mind, this coupon code only lasts for the next 48 hours.

[Click here](#) to shop now and benefit from x% OFF on your entire order!

It has been our goal and mission to provide the best possible [niche] products.

And we know we could have never done this without.. you! So from the entire team at [Company name], thank you!

Take this [coupon name] as a token of our appreciation and take x% off on your entire order on our [Store name] store!

Take care,

Your friends at [Company Name]

Phone: [Phone]

Mail: [email]

Subj line: Last chance to get x% off on [Company Name] Products!

Purpose: Urgency, convert content interactors to customers.

Day: 2nd day. This one is sent out 24 hours after the first one.

Hi, [First Name]

Just wanted to let you know that unfortunately your x% off coupon is going to expire today.

But the good news is that there are 24 hours left to use the coupon code [code name] and take x% off on your entire order!

Shop now and take x% off on your entire order!

It has been our goal and mission to provide the best possible [niche] products.

And we know we could have never done this without.. you! So from the entire team at [Company name], thank you!

Take this [coupon name] as a token of our appreciation and take x% off on your entire order on our [Store name] store!

Take care,

Your friends at [Company Name]

Phone: [Phone]

Mail: [email]

Subj line: Exclusive Offer x% off on [Specific Product Name]

Day: 7th day

Purpose: Offering a discount on specific product that the customer has been interacting with through content in addition to social proof.

Hi, [First name]!

We have a little surprise for you: An exclusive coupon code for [Store Name]

Receive x% off on our [specific product name] for the next 48 hours.

Click here to Claim your Discount on [Specific Product Name]

This coupon code is just for you only. Because we appreciate your support so much. That's why we want to give back to you with this special discount.

And if you have never experienced the benefits of this product then we have some reviews to show what it feels like to own a [specific product name]

"Review 1"

"Review 2"

"Review 3"

Click here to get your exclusive x% off coupon and experience [Product name]!

Take care,

Your friends at [Company Name]

Phone: [Phone]

Mail: [email]

Subj line: Exclusive Offer x% off on [Specific Product Name]

Day: 8th day

Purpose: Last day for special discount

Hi, [First name]!

Just a friendly reminder that your discount code will expire in just 24 hours.

You can claim your coupon , and take off x% on our [specific product name]

Click [Here](#) To Claim Your [Company Name] Coupon Code

This surprise gift is a limited time offer and is only available to you! Because we appreciate you so much.

Want to know some of the benefits of this [Product name]?

Read our customer's reviews:

"Review 1"

"Review 2"

"Review 3"

But that is only just a taste of what this product has to offer. Claim your coupon code and experience It firsthand!

Take care,

Your friends at [Company Name]

Phone: [Phone]

Mail: [email]