Offer Abandonment Sequence

Subj line: Use this Coupon for x% OFF!

Purpose: Convert people that haven't bought yet and offer a discount.

Hi, [Name]

There you go! Here is your x% off!

Use this coupon code [Coupon Name] at the checkout and enjoy a x% OFF on your entire order. Keep in mind that this coupon is only valid for the next [Time].

[Click here to learn more]

[Sentence promoting product]

Use the code [Coupon name] at the checkout and instantly enjoy a x% OFF on your entire order. This also works for our most popular products such as [Name], [Name], and [Name].

Keep in mind, this is a limited offer! It will expire within [Time]

Your friends at [Business Name]

PS: [Extra information/benefit]

Email : [Email]

Phone : [Phone]

Subj line: [Business Name] [Product Name]'s Tips

Purpose: Having people engage with content and educate them your brand and products.

Here are the best tips when using [Product].

<u>Click here</u> to see the top 10 tips.

Here are some of our best tips:

- [Tip 1]
- [Tip 2]
- [Tip 3]

We believe these tips will be of great use to you!

Talk soon,

[Owner of Business]

PS: [Extra information/benefit]

Email : [Email]

Phone : [Phone]

Subj line: Last chance for x% off!

Purpose: Urgency + discount and converting people into buyers.

Today your x% off coupon is expiring!

Use the following code [coupon code] to receive a 10% off on your entire order. But keep in mind, there are only 24 hours left until this offer expires!

[CTA button]

This is your last chance to benefit from [benefits of product] at a x% discount.

Use the code [Coupon name] at the checkout and instantly enjoy a x% OFF on your entire order. This also works for our most popular products such as [Name], [Name], and [Name].

As always if you have any questions feel free to contact one of our available experts!

Kind regards,

Your friends at [Business Name]

Email : [Email]

Phone : [Phone]

Subj line: [Product] Tips & Tricks for you! (Video)

Purpose: Providing quality content and making the transition to a sales offer.

Hi, [First Name]

I have waited a long time to share this. And at last here it is.

CTA: Click here to learn more.

I have spent a lot of time making sure these are the most useful tips and tricks possible. Because it is important to me that you receive the best possible information.

This video is only available for the next [x Days], so watch it as soon as possible because you don't want to miss out on this one!

I worked for [x years] at [industry/job]. So I worked with some of the best in the field. I worked with people and companies like [Company name], [Second name], [Third name]. And you know what the most valuable thing I learned was?

Hint: It was not [common practice].

It was:

- [Tip/experience 1.]

[More information regarding experience from bullet point]

- [Tip/experience 2.]

[More information regarding experience from bullet point]

- [Sales offer]

[More information regarding the sale]

But keep in mind, this special video is only accessible for the next [x days].

Watch it and let me know what you think. And if you have any questions, feel free to reach out to me and I'll be sure to reply!

Talk soon,

Your friends at [Business Name]

Email : [Email]

Phone : [Phone]

Subj line: [Product] Tips for [Audience]

Purpose: Providing quality content and making the transition to a sales offer + different content form.

Hi, [First name].

I wanted to take the time and share this short article with you.

It's about really useful tricks and tips on how to use [product name]. (And I put a little gift inside, a x% off coupon!)

Click here to download the PDF Guide!

Remember [common mistakes using x product] and [second common mistake] when using [product name]? I wish I knew what I know now and I would have never made those same mistakes. But that's why I'm sharing with guide with you!

Let me know if this was useful for you [First Name]!

Talk soon,

Your friends at [Business Name]

Email : [Email]

Phone : [Phone]

Subj line: Increased % OFF [Business Name] products..

Purpose: Convert non-buyers and offer an increased discount.

I present to you: A storewide 15% off on everything in our store!

Just use the following code: [code name] at the checkout.

But keep in mind; this coupon is only available for the next 48 hours! After that the coupon will expire.. forever!, so shop our store now!

Click here to shop our store.

This is our way of saying thank you for supporting and reading all of our content.

Use coupon code [name of coupon code] at the checkout and take x% OFF your entire purchase. Why? Because you simply deserve it!

Get the best [product name] and [product name] and take an amazing x% OFF on all our products!

This is your last chance to buy that one product you have been eyeing.

But keep in mind, this offer will expire in 48 hours!

Kind regards,

Your friends at [Business Name]

Email : [Email]

Phone : [Phone]

Subj line: Live Video with [Product Name] & Demo

Purpose: Educate, provide content, and provide social proof.

Hi, [First Name].

Ever wondered how to optimally use our [Product name]? Well wonder no more. We have a demo with one of our customers trying out our [Product name] and showing exactly how to use it best!

[Sentence promoting the product]

Click here to watch it live!

This is the demo that all of our customers have been talking about.

You're absolutely going to love this!

Kind regards,

Your friends at [Business Name]

Email : [Email]

Phone : [Phone]