

Online Shops in General

1. Newsletter – Announcement Black Friday and Discount Campaign

When:

November 1 - 28 days before Black Friday

Subject:

Only Today: 28% “Can’t Wait for Black Friday” Discount

Dear ...

Only **28 days** to go till THE shopping event of the year. There’s going to be incredible Black Friday discounts and special offers you don’t want to miss out on from November 29 to December 1.

As anticipation is the greatest joy, there’s our **28%** “Can’t Wait for Black Friday” Discount off selected products – only today. November couldn’t start a cheaper way.

CTA: Click, order, and enjoy

Discounts make shopping twice as fun!

FILTER Openers and non-openers

2. Newsletter: Reminder (Non-openers)

When:

November 4 (25 days before Black Friday)

Subject:

Last Chance: 25% “Can’t Wait for Black Friday” Discount

(Text almost the same as the one from November 1)

Dear ...

Only **25 days** to go till THE shopping event of the year. There’s going to be incredible Black Friday discount campaigns and special offers you don’t want to miss out on from November 29 to December 1.

As anticipation is the greatest joy, there's our **25%** "Can't Wait for Black Friday" Discount off selected products – only today. November couldn't start a cheaper way.

CTA: Click, order, and enjoy

Discounts make shopping twice as fun!

3. Newsletter – Shop your favorite items

When:

November 8 (1 week later)

Subject:

Browse now and shop your favorite items before Black FriYAY

Dear ...

Black Friday is on its way – in 3 weeks you'll find lots of your fancied pieces at Black Friday sale prices.

If you want to make sure to really get the pieces you want, just have a go before Black Friday. The big run on the best offers is about to start.

CTA: Get & enjoy your favorite items

Browse for your favorite items before you end up empty or have to buy them elsewhere at an even higher price.

At the moment, everything's still in stock...

Enjoy shopping!

Filter – male and female users.

4. Newsletter – Pre-Sale Weekend (female subscribers)

When:

November 15 (1 week later)

Subject:

Pre-Sale Weekend is coming with cut-price steals

Dear ...

to get a taste of what awaits you on Black Friday, you can already start shopping at exceptionally low prices on our Pre-Sale-Weekend.

We've put together a collection of items we think you'd simply love and enjoy. Browse for attractive offers and use the Pre-Sale Weekend to get your first steals.

CTA: Shop at incredibly low prices! (Products for female target group)

Up to and including Sunday, November 17, you will find many items and especially some of our most popular bestsellers as well as great must-haves at tempting pre-sale prices.

Enjoy pre-sale shopping!

5. Newsletter – Pre-Sale Weekend (male subscribers)

When:

15. November

Subject: Don't miss out! Great offers on many items on Pre-Sale-Weekend

Dear ...

to get a taste of what awaits you on Black Friday, you can already start shopping at exceptionally reduced prices on our Pre-Sale-Weekend.

We've put together a collection of items we think you'd simply love and enjoy. Browse for attractive offers and use the Pre-Sale Weekend to get your first steals.

CTA: Shop at incredibly low prices! (Products for male target group)

Up to and including Sunday, November 17, you will find many items and especially some of our most popular bestsellers as well as great must-haves at tempting pre-sale prices!

Enjoy bargain hunting!

6. Newsletter – Countdown Special Offers Campaign

When:

November 19 (10 days before Black Friday)

Subject:

Prices are falling. Get X% Countdown Discount!

Dear ...

Only 10 days left before Black Friday! From today on there are always changing offers on our countdown page, which will prepare you for the biggest shopping event of the year. Check it out every day and watch our prices are falling.

Those who already strike today will get an extra countdown discount of 10% for a purchase value of more than X Euro.

CTA: Start the Countdown

Ten, nine, eight ...

See you on Black Friday!

7. Newsletter – Black Friday. It's time!

When:

Black Friday, November 29!

Subject:

It's time. Dive into Black Friday with a big YAAAY!

Dear ...

the wait was worth it! It's time. From now on, there'll be three days of Black Friday discounts and special offers, that have never before existed this year.

There are countless branded items at incredibly low prices waiting for you to discover and quickly add them to your shopping cart before they are out of stock.

CTA: Go Shopping

Be prepared for endless Black Friday cheers.

8. Newsletter Cyber Monday

When:

December 2

Subject

Last Offers on Cyber Monday

Dear,

did you spent the weekend away or were too busy or are you still in a shopping mood and just can't get enough? Here's some extra Black Friday Time for you: Today there is still the opportunity to get your favorite items at "Super-Cyber-Monday prices".

On top you get our Cyber Monday Coupon of X %, which you can also redeem after Cyber Monday with your next purchase.

CTA: Go Cyber Shopping

CTA: Use your Cyber Monday Coupon

Enjoy Cyber Monday Shopping!

FILTER: openers and non-openers

9. Missed Black Friday? Announcement of Pre-Christmas-Offers

(To non-openers)

When:
December 3

Subject:
Missed out on Black Friday? Get excited for your Pre-Christmas Discount!

Dear,

missed Black Friday? Time to cheer up! We want to forward your wish list to Santa.

On December 6, we offer you a Pre-Christmas Discount on up to 6 of your favorite items you've put on your wish list.

CTA: Fill your Christmas wish list

Get excited for December 6 and quickly add up to six products to your wish list. Your Pre-Christmas-Discount is valid for six items, you add today on December 3 by midnight.

Enjoy browsing our store!

P.S. Don't forget to open your Pre-Christmas newsletter on December 6.

10. Missed out on newsletter campaign? Thank You Discount

(to openers)

When:
December 3

Subject:
Your Thank You Discount.

Dear ...

as you've been shopping so diligently in our shop on Black Friday and Cyber Monday, we want to thank you with a discount.

On December 6, Santa is dropping of a Thank You Coupon before he gets really busy, that gives you a discount on up to six items from our product line.

CTA: Shop today and fill your wish list

Look forward to brand new items and many popular bestsellers that you can buy in just three days with our thank you discount.

Take a quick look at our website and select up to six articles.