

Electronics Industry

1. Newsletter – Announcement Black Friday & Discount Campaign

When:

November 1 - 28 days before Black Friday

Subject:

Only Today: Get 28% off Selected Products!

Dear...

Get excited for Black FriYAY! The sale event of the year comes with the finest discounts, coupons and deals. From November 29 – December 1 TV sets, notebooks, smartphones, and kitchen appliances are only some of the products you can purchase at incredibly low prices from our shop.

CTA: Buy Now & Enjoy

As anticipation is the greatest joy, there's a 28% discount off selected products that'll get you in a shopping mood – only today.

Enjoy!

FILTER openers and non-openers

2. Newsletter: Reminder (non-openers)

When:

November 4 (25 days before Black Friday)

Subject:

Get your 25% Pre-Black-Weekend Discount

Dear...

You almost missed our first super discount. But you're lucky! Today, you still have the chance to get 25% off. In 25 days, the biggest shopping event of the year is coming with its finest deals.

From November 29 – December 1 TV sets, notebooks, smartphones, and kitchen appliances are only some of the products you can purchase at incredibly low prices from our shop.

CTA: Shop for Bargains

During the next weeks, we'll surprise you with more offers that will get you right in a Black FriYAY and Cyber Monday mood.

Enjoy!

3. Newsletter – Start shopping for products now

When:

November 8 (1 week later)

Subject:

Just in case: Treat Yourself to Your Favorite Items

Dear,

Have you always dreamed of a fully automated coffee machine, kitchen appliances in a trendy color or a TV set of your favorite brand? Keep in mind: only three weeks to go until our Black Weekend Sale starts with incredible steals.

CTA: Buy Favorite Product Now

If you don't want to be left out in the cold, you should get your dream items today, before others snatch them from under your nose.

Perhaps your favorite item is already available today at a lower price.

Filter by male and female users

4. Newsletter – Pre Sale (female subscribers)

When: November 15 (1 week later)

Subject:

Pre-Sale Is Coming with Kitchen Appliance Offers

Dear ...

You're a passionate bargain hunter, cooking or baking enthusiast and fan of modern kitchen technology? Glad to hear that. Be prepared for your heart to skip a beat. Shop for selected kitchen machines, refrigerator and freezer combinations as well as other small kitchen appliances at a Pre-Sale price.

CTA: Go Pre-Sale-Shopping!

Find our steals until Sunday, November 17 with up to X% off in our store. Treat yourself for your new kitchen item that makes your heart skip a beat.

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

When:

November 15 (1 week later)

Subject:

Fancy a Pre-Sale with Desirable Offers?

Dear ...

You're already waiting for Black FriYAY and its countless deals? Get ready to cheer. We want to shorten the wait true to the motto: „Everything the eye desires!“. Get up to X% discount on selected SLR and digital cameras, TV sets and our coveted home theaters!

CTA: Visit our Shop!

Find our steals until Sunday, November 17 with up to X% off in our store.

6. Newsletter – Countdown Discount only today

When:

November 19 (10 days before Black Friday)

Subject:
Prices Are Falling! Get Your X % Countdown Discount

Dear ...

The countdown for the greatest shopping event of the year has started. Only 10 days to go until Black FriYAY Weekend brings you lots of crazy deals. Prices start falling now. We'll add lots of other discounts until Black-FriYAY daily.

CTA: Get Countdown Discount

If you shop your deals today, you'll get an extra 10% Countdown Discount starting from a purchase value of X Euro.

Stop by our online store daily and discover more great products for technology and trend lovers at low countdown prices.

Ten, nine, eight ...
See you on Black Weekend!

7. Newsletter – Black FriYAY Weekend. It's time!

When: Black Friday (November 29)

Subject:
Your Deal-Days! the Shopping of Event of the Year Starts Now.

Dear,

it was worth the wait! If you've been holding back in the last few weeks to get the best deals today, we don't want to hold you back any longer. There's just so much waiting for you: Small and practical kitchen devices, clever robotic vacuum cleaners, notebooks, TV sets, smart watches, high-quality automated coffee machines and food processors, refrigerators... and so much more!

You're only one click away from the greatest deals.

CTA: Fill Your Shopping Cart!

Jump into Black Weekend and make your wish list shrink.

Enjoy your Black Friday Shopping!

8. Newsletter – Cyber Monday – last offer

When:

December 2

Subject:

The Best is Yet to Come. Your Cyber Coupon and Offers!

Dear,

You were away this weekend, didn't have time or just can't get enough of shopping? Then Cyber Monday is the perfect day for getting some incredible steals. Today, gamers, smartphone lovers, hobby chefs, coffee fans and amateur photographers can enjoy a wide range of trend products from popular brand manufacturers at a Cyber Monday Special Price.

CTA: Go to Cyber Monday Offers!

That's not all: On top there's a X Euro Cyber Coupon you can also redeem with your next purchase after Cyber Monday.

CTA: Get Your X Euro Discount

Enjoy your Cyber Monday Bargain Hunt!

Our Newsletter-Goodie:

Black Weekend is over, now it's time to think about Christmas. If you like, you can bridge to your Christmas campaign with just one additional newsletter.

Filter openers and non-openers.

9. Newsletter – Missed offers? Pre-Christmas Discount (non-openers)

Note:

In our automation workflow, we show as an example, we have included a Pre-Christmas newsletter with a different discount idea for openers and non-openers on December 3. For the electronics industry, we've decided to only send a newsletter to the non-openers on December 6.

When:

December 6

Subject:

Get Your X Euro Pre-Christmas Coupon!

Dear,

You've missed Black Weekend? No need to be sad, Santa has brought you an X Euro Pre-Christmas Discount. It's valid for all products marked with a little Santa's hat.

CTA: Search For Santa's Presents!

You don't believe in Santa? That's going to change, he has dropped of some great presents on our website last night. Now he's sitting back in front of his new Smart TV and is enjoying his third cup of coffee from his new automated coffee machine.

Stop by our online store and search for some Pre-Christmas offers. Perhaps there are also some pieces from your wish list.

Have a great Christmas time!

10. Newsletter – Say Thank You with an Pre-Christmas Discount (openers)

When:

December 3

Subject:

Santa Says Thanks and Gives You a Discount of X Euro

Dear,

as you've so much time in our shop during the Black Weekend, we want to thank you with a Pre-Christmas Coupon of X Euro. It's valid for all products marked with a little Santa's hat.

CTA: Redeem X Euro Pre-Christmas Coupon

You don't believe in Santa? That's going to change, he has dropped off some great presents on our website last night. Now he's probably sitting back in front of his new Smart TV and is enjoying his third cup of coffee from his new automated coffee machine.

Stop by our online store and search for some Pre-Christmas offers. Perhaps there are also some pieces from your wish list.

Have a great Christmas Time!