

FASHION INDUSTRY

1. Newsletter – Announcement Black Friday and Discount Campaign

When:

November 1 - 28 days before Black Friday

Subject:

Today: 28% Anticipation Discount on Selected Items!

Dear ...

You've already stored your summer clothes in the attic and now have lots of space for new outfits? Then get all excited, because there's only 28 days to go till the shopping event of the year.

Between November 29 and December 1, there'll be lots of Black Friday offers that you're simply going to love!

CTA: Click, order, and enjoy.

As anticipation is the greatest joy, there's our 28% anticipation discount off selected items, that make your autumn even more colorful and cuddly.

Anticipation makes shopping twice as fun!

FILTER by openers and non-openers

2. Newsletter – Reminder (Non-openers)

When:

November 4 (3 days later / 25 days before Black Friday)

Subject:

Last Chance: 25% Anticipation Discount on Selected Items

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

Dear ...

You've already stored your summer clothes in the attic and now have lots of space for new outfits? Then get all excited, because there's only 25 days to go till the shopping event of the year.

Between November 29 and December 1, there'll be lots of Black Friday offers that you're simply going to love!

CTA: Click, order, and enjoy.

As anticipation is the greatest joy, there's our 25% anticipation discount off selected items, that make your autumn even more colorful and cuddly.

Anticipation makes shopping twice as fun!

3. Newsletter – Get your favorite pieces (all)

When:

November 8 (1 week later)

Subject:

Browse Now and Get Your Favorite Pieces Before Black Friday

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 that your favorite outfit is still in stock in the right color and size, treat yourself to a great steal even before Black Friday.

CTA: Get & enjoy your favorite items

Make yourself comfortable, browse our store and grab your favorite pieces before others get the drop on Black Friday.

At the moment, everything's still available ...

Enjoy shopping.

Filter by male and female users

4. Newsletter – Sneak Pre Sale (female subscribers)

When:

November 15 (1 week later)

Subject:

Pre-Sale Weekend Is Coming with Tempting Prices

Dear ...

Whether it's an autumn walk, a pre-Christmas shopping spree with your girlfriends or a cool New Year's Eve party - we've put together some nice-to-wear pieces for every occasion to warm your heart at Pre-Sale Weekend.

You can find them, up to and including Sunday, November 17, with up to X % discount in our store.

CTA: Shop at incredibly low prices!

So, it's best to get a foretaste of November 29 now and put the first Pre-Sale Weekend offers in your shopping bag this weekend.

Enjoy pre-shopping!

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

When:

November 15 (1 week later)

Subject:

Fancy a Pre-Sale Weekend with Great Offers?

Dear ...

It's still a little while till Black Friday's finally here. That's why we'd like to give you the opportunity to shop for reduced outfits now, at the Pre-Sale Weekend.

We've put together a collection of cool items with a discount of X% that we think you're going to love.

CTA: Browse & Shop Now

Up to and including Sunday, 17 November, you will therefore find a great selection of autumn and winter looks at sale prices that will delight you.

We've got everything – from the casual feel-good look to the chic city style.

Enjoy pre-sale shopping!

6. Newsletter – Countdown discount only today

When:

November 19 (10 days before Black Friday)

Subject:

Prepare Yourself for Something Great: Get the X% Countdown Discount

Dear ...

Only a few days left before the Black Friday Weekend starts.

The countdown has started – sure we all can't wait for the biggest shopping event of the year. Stop by our countdown page and see the prices of many must have pieces falling. Many outfits come with a reduced price today and many more are added daily.

CTA: Get Your Countdown Discount

If you go for it today, you get an extra countdown discount of 10 % for a purchase value of more than X Euro.

Check out our store daily and discover more outfits at mega special offer prices.

Ten, nine, eight ...

See you at Black Friday Weekend!

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

When:

Black Friday (November 29)

Subject:

Yaaay! Your Shopping Event of the Year Starts Now.

Dear,

the wait has come to an end! Today there are countless styles and looks at great Black Friyay Weekend prices! If you've been able to get one or two steals before, today you have more than ever a reason to cheer.

At Black Friyay Weekend Young Fashion Pieces, Casual Looks and City Styles are waiting for him and her. But also many chic and stylish outfits for Christmas and New Year's Eve are included in the mega Black Friyay offers.

CTA: Ready, set, go!

You're only one click away from your new favorite look.

Enjoy Black Friyay Shopping!

8. Newsletter – Cyber Monday – last offer

When:

December 2

Subject:

Your X % Discount and Many Other Cyber Monday Offers Are Waiting for You!

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? Then Cyber Monday is the perfect day to shop some new favorite pieces.

Because today you have THE opportunity to equip your wardrobe with many cool styles, must-have pieces and accessories at special cyber prices.

CTA: Go to Cyber Monday Offers

CTA: Get Your Coupon!

And that's not all:

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

Enjoy Cyber Bargain Hunting!

Filter by openers and non-openers.

9. Newsletter – Announcement Pre-Christmas Discount.

(to the non-openers)

When:

December 3

Subject:

Missed out on Black Friday? Get excited for our Pre-Christmas Sale

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 pieces 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!

10. Newsletter – Announcement of Thank You Discount

(To the openers)

When:

December 3

Subject:

Your Pre-Christmas-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: Browse Store & Fill 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.