

Twitter Thread by Chase Dimond | Email Marketing Nerd



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Revealing

Every Email Template and Campaign You Will Ever Need

From an email marketer who has generated over \$50 Million dollars in sales for multiple 6 to 9 figure e-commerce brands.

Bookmark this Thread

If you've ever said to yourself "I don't know what to write about" this thread will help you.

Use the ideas in this thread as a "grab a bag" of email ideas.

Bookmark it and come back to it for inspiration if you're ever stuck for campaign or email ideas.

Quick PSA:

These threads take time to put together and the info I'm about to give for FREE can potentially make you millions of dollars (as they have for my clients)

All I ask is that you retweet tweet above to share the knowledge.

Let's get right into this...

#1 New product launch

Purpose: To promote a new product

Note how simple but effective the creative is for this

T R A V E L S M A R T E R

The best travel companion.



S H O P N O W

Purpose: To relate your product to a current holiday


Pro tip: New Years are always a good time to promote as everyone is feeling positive and in buying mode

NEW YEAR




BETTER SLEEP

REDISCOVER SLEEP IN 2020

 Ultra soft fabric and improved design

 Delivered free Australia wide

 Perfect for the restless mind

 Cooling designs available

SAVE NOW 

#3 Educational/Blog Content

Purpose: To share valuable content with your followers.

It's important that you email value to your readers otherwise you'll burn out your list.

This is a good example of an email that drives traffic to a blog

On the Blog: Wallets Through The Ages



It may surprise you to learn that wallets, in one form or another, have been around for as long as humans have been around. The style and functionality of the wallet has evolved along with societal changes and inventions up to the ultra-slim, minimalist wallet that we see today. Let's take a walk through time and see the birth, development, and various uses of the wallet.

[KEEP READING](#)

#4 Special Offers/Flash sale

Purpose: To get some sales

Like I said above you don't want to ONLY run sales so make sure you mix it up

WellWell®

This is a choose your own adventure kind of flash sale.

Check out the offers below but don't take too long. There are only limited quantities of each available.

**BUY ONE
CASE GET
ONE FREE**

ONLY 20 AVAILABLE

[CLAIM DISCOUNT](#)



**TAKE 30%
OFF YOUR
ORDER**

ONLY 25 AVAILABLE

[CLAIM DISCOUNT](#)



**SAVE \$12 ON
ALL SINGLE
CASES**

ONLY 30 AVAILABLE

[CLAIM DISCOUNT](#)



Wasn't that fun? 😊

#5 Current Events

Purpose: to leverage the attention of current events and use it to promote your product

This email was used by [@TheChivery](#) to promote a product during the Superbowl and sent shortly after the Chief's won the superbowl.



ALL NEW

CHAMPIONS

DESIGNS

SHOP NOW

#6 Celebrity/Partnership

Purpose: To use the social proof of being aligned with a celebrity/partner and boost your brand

Not everyone will have the budget to partner up with Ariana Grande but partnerships like these are incredible social proof

Can't read this email? [Click here](#)

GIVENCHY
PARIS

WOMEN MEN COLLECTIONS MAISON STORES



ARIVENCHY

Discover Arivenchy, the Fall Winter 2019 campaign featuring Ariana Grande, captured by Craig McDean.

DISCOVER MORE



CAN WE HELP?

Our advisers are here to assist you with any questions you may have.

contact@givenchy.com



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#7 Giveaway

Purpose: To run a giveaway either solo or partnering with another brand

These can be hit and miss depending on which brand you partner with so choose wisely.

If they work, you will get a lot of new customers



Chase,

This is not a drill.

If you're currently running an E-Commerce store, and looking to "shortcut" your way to 7-Figures in sales, then keep on reading...

To celebrate the launch of our latest course "**Ecommerce Masters**", We're doing something insanely awesome.

[Ecommerce Masters \\$23k Giveaway:](#)



We are giving away *everything you need to Scale your Ecommerce store to 7-Figures and beyond!* Including Training, Private 1-on-1 Mentorship, and Our Latest Premium Course... and more!

[**Click here for all the details**](#)

Nathan

P.S. This competition is closing soon, and this will be the only time we ever offer anything like this again. You definitely DON'T want to miss out on this. Just ONE of these calls is enough to change your business and life forever...

[Click here to find out more!](#)

Purpose: To package up your product into bundles

These are a fantastic way to increase your AOV (average order value)

B.Y.O.B

(BUILD YOUR OWN BUNDLE & SAVE)

Build customized bundles of 3 mix or matched items and save on your purchase! Choose 3 of your favorite Drop-Cuts, underwear, and even joggers!

[BUILD YOUR BUNDLE](#)

DROP-CUT BUNDLE



~~\$86.97~~ **\$82.62**

[SHOP NOW](#)

DROP-CUT L/S BUNDLE



~~\$110.97~~ **\$105.42**

[SHOP NOW](#)

#9 Gifting

Purpose: To position your product as the perfect gift

You can use this on any date where gifts are common like mother's day, birthdays, father's day etc

BEVEL



THE PERFECT GIFTS FOR HIM

10% off Shave and Skin categories and Trimmer + T-Blade bundle

SHOP NOW

*Must add products from Shave, Skin or select Trimmer + T-Blade bundle to apply promotion at checkout. Cannot be applied to previous purchases or combined with any other offers or promotions. Valid until 02/14/20 11:59 pm EST only.



BUY NOW



BUY NOW



Purpose: To tell the reader the best case studies and testimonials to use as social proof.

Social proof is one of the most powerful ways to sell. It's also very ethical (just don't fudge them!)

#11 The Pop Culture email

Purpose: To leverage existing pop culture and tie it to your product. This can be anything from popular Netflix shows to trending topics.

If you want a good example of this, check out what [@TheChivery](#) is doing

#12 What's in the pipeline:

Purpose: Use this email to inform customers about new products you're working on.

Focus on building a relationship by keeping them up to date on what your brand is working on

#13 The villain email

Purpose: To deepen your relationship with your audience by talking about common villains

Eg if you are a vegan brand, then red meat might be your "common villain"

#14 The listicle email

Purpose: To educate and entertain your audience

Remember what I said before about not burning your list with sale after sale.

Listicles like "10 ways to x" are a great way to increase your engagement and improve open rates

#15 Piggyback

Purpose: If you're really struggling for ideas, this one works every time.

What you do is find a powerful quote/lesson from a guru/expert/influencer in your niche and use it to relate back to your product.

#16 The Friday newsletter

Purpose: To send a regular newsletter to your list.

This one is more for personal brands but it's an effective way to give value to your customers.

Eg David Perell does it with Friday Finds.

#17 The Useful Tips

Purpose: Deliver straight value to your list by giving them practical and useful tips

Eg Does your brand sell fashion products for women? You could write a blog about how to dress for the next season

#18 Breaking myths email

Purpose : To break a common myth in your niche and build authority.

This is particularly useful for health related brands.

Every niche has common myths you can break.

Eg for health, a myth might be eating more eggs are bad for you

#19 the FAQ email

Purpose: To answer all the FAQs customers send you

Make a list of all the FAQs and turn them into an email. So easy!

#20 The direct quote email

Purpose: Similar to the testimonial except your best quote from existing customers and use it as a subject line

This one always works wonders if the quote is good

//End//

Congrats on reading 'til the end!

But as we both know, reading isn't enough.

So I want you to do 2 things

1. Use these campaigns to go make some money!
2. Follow me (@ecomchasediamond) to get more Ecom Email Marketing Gems like this.

Want more of of these?

Like 96 of these?

With even more email examples + details than are included above.

Get the campaign planner I used to make over \$50 million for my email marketing clients:

<https://t.co/GQXybOriiK>

How'd I do?

Did you like this thread?