Twitter Thread by Chase Dimond | Email Marketing Nerd ■

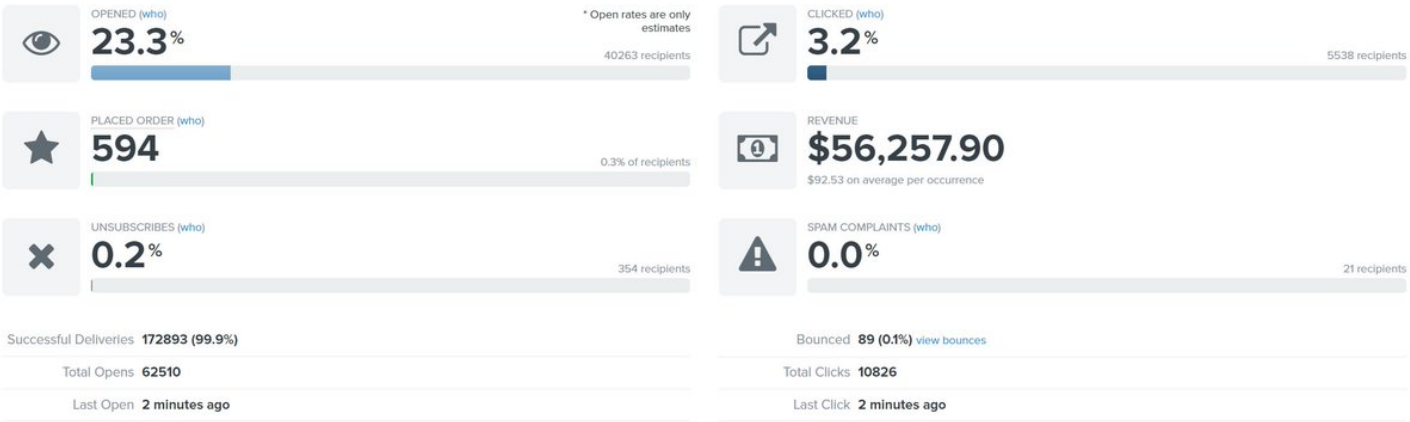
Chase Dimond | Email Marketing Nerd ■
@ecomchasedimond

5 Email Campaigns You Can Send For Your (Or Your Clients') Ecommerce Store Today

We've made millions with these!

(includes examples from real stores)

// THREAD //



The key to email marketing:

Keep things exciting.

This way, subscribers never get bored + always open your emails (to see what's new).

Easiest way to do that?

Send out new campaigns every week... keep things fresh.

Here are 5 sample campaigns you can swipe + use for you (or your clients') Ecom store.

These are proven to work + evergreen.

Enjoy!

these are just 5 of the 96 campaign ideas I share in my Campaign Calendar Guide:

https://t.co/GQXybOriiK

1. Refer A Friend Campaign

Idea: Turn existing customers into affiliates.

How?

Get subscribers to share your store with friends by offering an incentive.

This is FREE traffic + costs no advertising $$ (the beauty of email marketing).

The results can be incredible as well.

Example:

This email is from a brand called 'Parade'.

How it works:

1. Customer buys product.

2. Customer gets given a discount code.

3. Customer can share code with others + get store credit.

Textbook example of a great Refer a Friend campaign.

GET FREE PARADE

The more you share the more you earn!
Send 20% off to your friends.*

SHARE YOUR CODE WITH FRIENDS

-d182a7e7



Refer 3 friends or more and get $45+ of free Parade!*



*$10 for every friend referred after the 3rd friend. Lifetime maximum of $200 in cumulative referral credit per person. Referee will receive a one-time use 20% discount code for their first $40+ order.

Come play with us.

2. The Bestseller Campaign

Idea: Share your best-selling products with your audience.

Why this works:

Social proof.

People look to other people to make decisions (especially when $$ is involved).

Show all your top-selling products & customers will buy off social proof alone.

Example:

This email from Outdoor Voices includes 3 different best-selling products.

It's simple, easy to read, and has excellent short copy for each product.

You can do this with any store, in any niche.

Try it.

Outdoor Voices

Best of OV

Can't decide? Get moving with some of our best sellers.

The Exercise Dress

Sporty, flattering, and designed to make you feel strong. This versatile dress — featuring a built-in-liner and phone pocket — is up for anything.

Shop The Exercise Dress





TechSweat™ Crop Top

With its high neck, the TechSweat™ Crop Top has you covered for hot yoga, spin, and all other high-sweat, high-heat fun.

Shop TechSweat™ Crop Top

The Rec Kit

From dog walking to hiking and other Recreational activity, the OV Rec Kit is your top pick.

Shop The Rec Kit



Shop Best Sellers







3. The Myth Email

Idea: Send an educational content-based email that also sells your product(s).

How?

Debunk a myth in your industry.

(Bonus points if it's a common or interesting one)

Preferably, this busted myth will change your prospect's views + lead them to a sale.

Example:

This email from Boll & Branch busts a major industry myth.

The myth: Thread count matters.

These customers are always seeing thread count claims.

Don't you believe thread count matters?

Well, it doesn't... and it makes you more likely to purchase their products.

BOLL & BRANCH

Don’t be fooled by thread count.

High thread count doesn’t always mean high quality. Find out what makes luxury sheets worth your money.

Learn More



Percale Fabric

Feel	Cool & super smooth
Look	Structured, matte finish
Thread Count	360

Signature Fabric

Feel	Lightweight & super-soft
Look	Matte, drapes fluidly
Thread Count	300



Safer & softer: our promise to you.

No Toxic Chemicals

Free from pesticides, formaldehyde and all the “nasties” used in conventional cotton.

Saving Resources

Organic cotton uses 91% less water, 62% less energy, and benefits the ecosystem and the air.

Ethically Made

Our factory workers are paid and treated fairly, and we use no child labor. Ever.

BOLL & BRANCH

Terms of Service
Privacy Policy
Social Media Policy

©2020 All Rights Reserved

About

Our Retail Store
Trade Program
About Us
Careers

Customer Service

FAQ
Limited Warranty
Contact Us
Shipping & Returns

4. UGC Email

UGC = User Generated Content

Idea: Share content from your customers.

Why:

- great social proof

- cost-effective (UGC can be 100% Free)

- highlights customers (leads to more UGC)

- authenticity (real people are more powerful than your own advertising)

Example:

This email from Mejuri highlights a new product via UGC (social proof).

All in all?

A very solid email that looks great + sells.

Exactly what a UGC email should be doing.

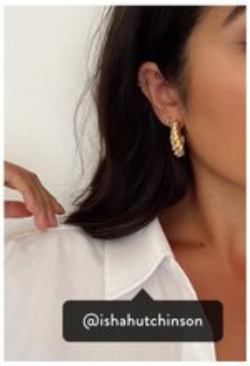
MEJURI

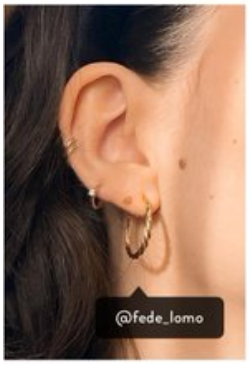
STACK IT LIKE YOU MEAN IT

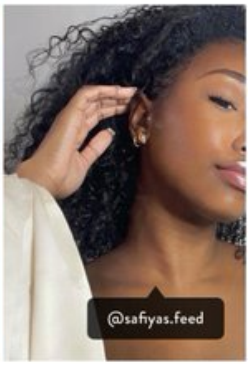


This just in, adding a croissant to your stack takes it to a whole new delicious level. Don't believe us? Check out these style mavens.









SHOP THE CROISSANT

5. The Free Product Campaign

Idea:

Make them an offer they can't refuse.

Offer a free product with their purchase, perfect for:

>>acquiring first-time buyers

>>turning one-time buyers into repeat customers

There are many ways to go about this, so get creative!

Example:

This email from Ouai.

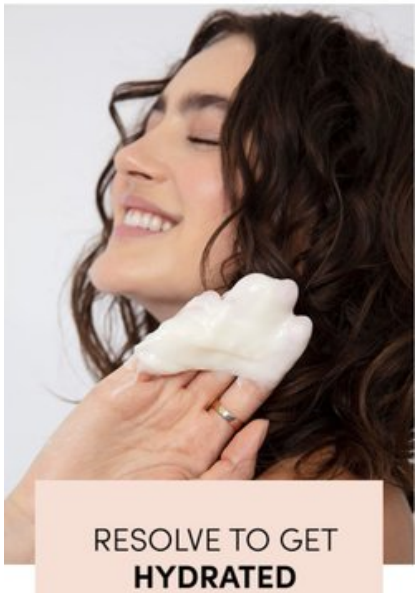
They are selling their new treatment masks + making it even more convincing by offering a free comb with purchase.

Sounds like a no-brainer offer to me.

Pro Tip:

Try to make the free gift coincide with the original product.

OUAI



RESOLVE TO GET **HYDRATED**

It's time to repair and prepare for 2021 with our NEW **Treatment Masks**. Made with ingredients tailored to your hair type to strengthen, repair, nourish and add shine.

SHOP TREATMENT MASKS

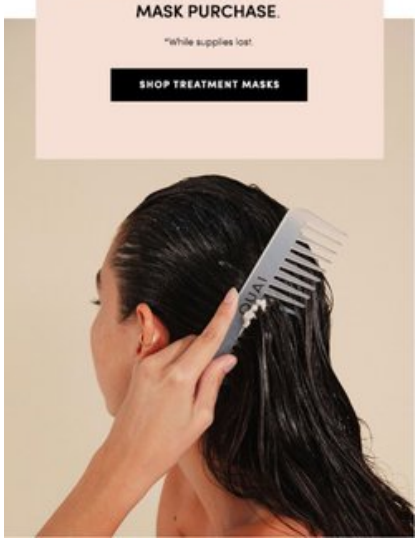


FREE GIFT WITH PURCHASE

For a limited time get a OUAI clear comb with any **TREATMENT MASK PURCHASE**.

*while supplies last.

SHOP TREATMENT MASKS



Like these 5 campaign ideas?

My Master Campaign Calendar Guide includes 96 of these!

(perfect for freelancers, agency, + Ecom store owners)

This blueprint made us over $50 Million:

https://t.co/GQXybOriiK