

MGT 6565-02 Digital Marketing Assignment 10.0

Onboarding Emails

By: Sparsh Singhal, Section 2, Master of Marketing

PureLesera wishes to expand into Email Marketing. Consumers use and open their emails every day; whether for work or personal purposes. An email from a brand can create relationships or convert leads that normally would not have been converted. PureLesera should build an onboarding email sequence for customers that sign up for emails. Doing so will engage customers and increase conversion rate. I have created a proposed series of onboarding emails for customers who have just made a purchase from PureLesera and have elected to receive ongoing emails.

There will be 5 types of emails that will be sent to the customer in the following order:

1. Welcome Email – To build rapport
2. Discount Offer – To induce repeat purchases
3. Explanation of Subscription Membership – To create loyalty
4. Social Media Inducement – To improve visibility for awareness and increase metrics such as followers
5. Discount Offer Follow Up – Reminder, in order to increase discount redemption rate

Please find the proposed emails below:

a. Welcome Email

Subject Line: Welcome to PureLesera, [Name]!

Email Content:

Hi [Name],

Welcome to PureLesera! We're so glad to have you here.

Since you are a first-time customer, we'll be sending you a discount code very soon! Please keep an eye on your inbox for a separate email.

In the meantime, check out our website:

Shop PureLesera

If you have any concerns or need any help, please reach out at support@purelesera.com!

Once again, we're so glad to have you.

Happy Shopping,

The PureLesera Team

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b. Discount Offer

Subject Line: FREE DISCOUNT! (Welcome Offer – PureLesera)

Email Content:

Hi [Name],

As promised, here's your discount code!

Use Code: **PURELESERA10** for an extra 10% off all purchases.

Shop PureLesera

As always, if you have any questions or concerns, feel free to reach out at support@purelesera.com.

Happy Shopping,

The PureLesera Team

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c. Subscription Membership Explanation Email

Subject Line: PureLesera+ (Exclusive Discounts & More!)

Email Content:

Hi [Name],

We think you'll love **PureLesera+**!

With PureLesera+, you get the following benefits:

1. **15% off** across all items in the store
2. **Free** Domestic Shipping
3. **Free Swag Bag** delivered to your doorstep every month!

...and much more.

Ready to save money and your health? Join us today!

Learn more about PureLesera+

As always, if you have any questions or concerns, feel free to reach out at support@purelesera.com.

Happy Shopping,

The PureLesera Team

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d. Social Media Inducement Email

Subject Line: Free Promos & Discounts! (PureLesera)

Email Content:

Hi [Name],

Check out our social media! We post promo codes and product discounts every week. We also host regular giveaways- in fact, we are hosting a **\$50 PureLesera gift card giveaway right now!**

To enter, all you need to do is like, comment, and share our Instagram post. Winners will be announced tomorrow!

Join us today to meet people who share your interests, and get early information on new products, discounts, and much more!

Follow us on Instagram!

Follow us on Twitter (X)!

As always, if you have any questions or concerns, feel free to reach out at support@purelesera.com.

Happy Shopping,

The PureLesera Team

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e. Discount Offer Follow-Up

Subject Line: Don't miss out: Your discount code expires tonight!

Email Content:

Hi [Name],

We noticed you haven't used your welcome offer discount code yet! As a valued customer, we wanted to let you know that it **expires tonight**.

Your code is: **PURELESERA10**

Save money and your health- don't miss out on getting **10% off** across all products.

Remember: This discount stacks with promo codes from our social media!

Redeem it today!

Shop PureLesera

Happy Shopping,

The PureLesera Team

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