

TEMPLATES

This PDF contains all
December 2021 GSD promotional copy.

New Years Eve Email Swipe Files Page 3-12

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Campaign Email Swipe Files

EMAIL #1 – TUE, DEC 27 → Active + Nonactive

Send: Best time for your audience

Purpose: Survey for \$20 credit

Subject: <first name>, you now have \$20 store credit waiting

Preview: (Here's \$20 for telling us what you want)

Here's a \$20 store credit for telling us what you want in 2022!

We just unlocked a \$20 store credit for you!

It will be valid from today until January 7, 2022!

All you have to do is [take 30 seconds to give us feedback](#) on how <INSERT BRAND> can help you more in 2022!

We want to help you have the <INSERT healthiest/happiest/most fun/most fashionable/> 2022 possible!

So, here's your chance to tell us what you want!

After you share your feedback, you'll receive a special code for your **\$20 store credit**.

Get \$20 Store Credit for Your Feedback

Credit valid until January 7, 2022

We simply want to know:

1. What did we do that you LOVED during 2021?
2. What did we do that you HATED during 2021?
3. What would you like to see from <BRAND> in 2022?

Then, collect your special **\$20 off** code on the "Thank You" page.

Oh, one more thing ... Two days from now we'll be announcing a BIG END OF YEAR SALE ...

So grab your \$20 store credit now to use on our upcoming sales!

\$20 Store Credit for Your Feedback

Credit valid until January 7, 2022

EMAIL #2 – THU, DEC 29 → Active + Nonactive

Send: Best time for your audience

Purpose: Announce

Subject: ★ Surprise ★ Last Sale ★ for 2021!

Preview: (Your ? mystery gift ? awaits you)

🎉 LAST SALE 🎉 FOR 2021

We love surprising you!

For the last two days we’ve secretly hatched a mystery END OF YEAR sale—and you’ll LOVE IT!

Wanna guess what it is?

Tap one of the 3 options below:

👉 % - I think it’s a BIG discount.	Note for Ecom Insiders: Each of these three “suggested” options can link to either a separate landing page, or to the homepage or collections page.
👉 🚚 - I think it’s FREE shipping.	
👉 📦 - I think it’s a MYSTERY box.	

Tap the option to see if you guessed right!

THIS IS OUR LAST SALE for 2021

See this year out with some fun ...
And ENJOY our surprise SALE!

If you hate surprises and don’t want to guess, [go here for the big reveal!](#)

You won’t be disappointed!

<Sign OFF>

EMAIL #3 – FRI, DEC 30 (Morning) → Active**Send:** Best time in the morning for your audience**Purpose:** Content or funny?**Subject:** 🎉 Unforgettable 🎉 NYE party ideas! 🎉**Preview:** How to hilariously offend everyone!***“Hey, 2021! Hurry up and finish already!”***

2021 has had enough shocks for a decade, so why not finish it with a bang ...

Are you staying home or going out tomorrow night?

Either way, in the spirit of our [Mystery Last Sale for 2021](#), we thought we’d share some quirky ways to see the year out!

10 Hilarious New Year’s Eve Party Ideas to Entertain (and Maybe Offend) Everyone!

- Making your own UNmotivating fortune cookies (see our 20+ hilarious and offensive messages)
- 7 New Year’s Eve ideas for KIDS!
- Creative (but easy) desserts for NYE!
- Simple, homemade NYE games (for all ages)
- Unforgettable dress-up themed parties

Take a look and make it memorable!

→ Plus, see our “Deal of the Day” specials!

Product 1 (with hidden discount)	Product 2 (with hidden discount)	Product 3 (with hidden discount)
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Note for Ecom Insiders

This can point to a landing page or blog post, with smart placement of products or links back to your collections or a product page.

The content ideas for this email are only suggestions and super quick and easy to find on the internet and repurpose. It’s really not that difficult.

Or, instead, you could simply highlight one or more of your best deals.

Why not test both ideas?

EMAIL #4 – FRI, DEC 30 (Afternoon) → Active + Nonactive

Send: Best time in the afternoon for your audience

Purpose: Wishing a Happy New Year!

Subject: 🎉★Your 2022 Gift★🎉

Preview: Can we send you this before the year’s out?

🎉★Your 2022 Gift★🎉

Wake up to the new year with a smile on your dial!

Reward yourself after a CRAZY year with one of your favorite items from our [massive end-of-year sale](#).

Can we send you something before the year’s out?

Take your pick and SAVE—you deserve it!
<p>Product 1 Show discount or use a “mystery discount” (? %) to get the click</p>
<p>Product 2 Show discount or use a “mystery discount” (? %) to get the click</p>
<p>Product 3 Show discount or use a “mystery discount” (? %) to get the click</p>
<p>Product 4 Show discount or use a “mystery discount” (? %) to get the click</p>

Before you switch off for the year ...

Grab yourself a bargain from our [MASSIVE End-of-Year Sale](#)

We’ll ship it out right away so you can start the new year with a well-deserved gift!

<Sign-off>

EMAIL #5 – SAT, DEC 31 → Active + Nonactive

Send: Best time for your audience

Purpose: Wishing a Happy New Year!

Subject: 🎉★Here's to Your New Year★🎉

Preview: Crazy LAST deal of the year (come get it)

The countdown has started for your ...

HAPPY NEW YEAR!

What does a new year mean to you?

- Another chance to get it right?
- A new start to beat old habits?
- Seeing things that have never been?
- Making one resolution that STICKS?

Our team at <BRAND> wants to thank you for allowing us to help you be a better you!

We wish you a fun and safe new year!

**Reward yourself with our
LAST Mystery Sale of 2021**

Tomorrow is the first blank page of a 365-page book ...

Make it the best one yet!

We've got your back!

Here are your well-deserved gifts to choose from for our VERY LAST SALE of 2021!

**Reward yourself with our
LAST Mystery Sale of 2021**

EMAIL #6 – SAT, JAN 1 → Active

Send: Best time for your audience

Purpose: Funny reminder

Subject: [Funny] Scratched resolutions!

Preview: 😊 Before-and-After New Year resolution list 😊

WE MADE IT!

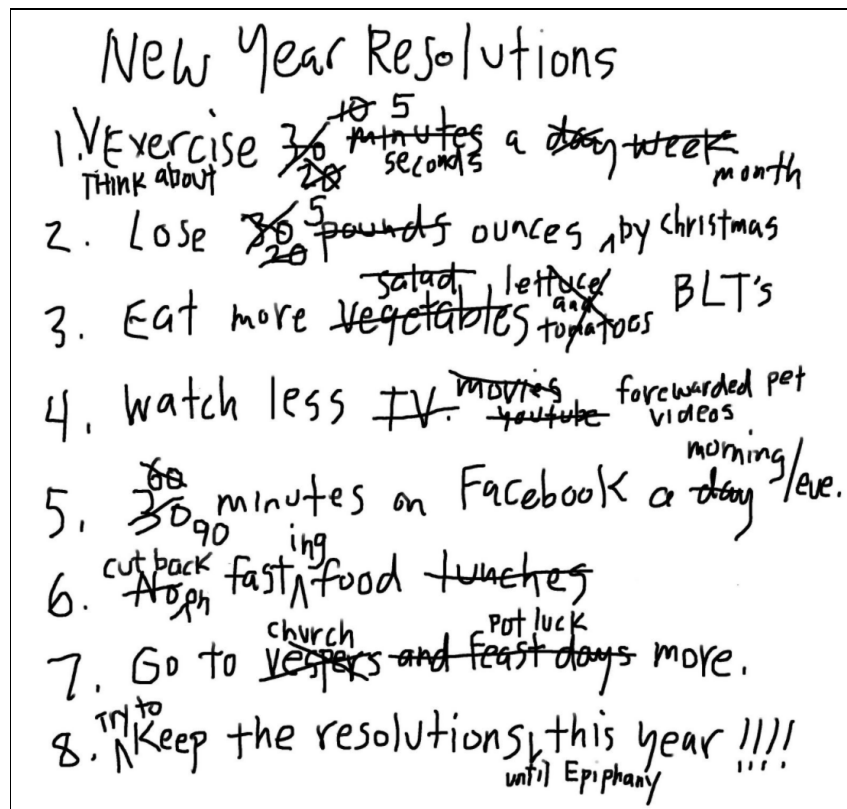
Hope you're safe and well. :)

Given that our [End-of-Year Sale](#) is still running HOT until Jan 4, **here's something light to make you laugh** 😊😊

...

This "Scratched Resolution" image below had me in stitches ...

January vs. February



Not being pessimistic ... In fact, I'm backing myself to stick to my guns this year.

However, my first goal is to stop hanging around friends who ask me about my new year resolutions.

Just know this ...

If your goal for 2022 is to be more <Insert benefit relating to your brand>, **then we've got your back!**

Take the first step toward feeling <Insert benefit> today, before our **End-of-Year Sale** comes to an end on January 4!

Product 1	Product 2	Product 3
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**3 Days Left Before Our
New Year Sale Ends**

EMAIL #7 - MON, JAN 3 → Active + Nonactive

Send: Best time for your audience

Purpose: Announce

Subject: 🌟48 hours🌟

Preview: (Flash Sale Ending)

Hurry! Our 2021-2022

FLASH SALE!

Ends in Just 48 hours

I hate missing out ... I'm sure you do too!

So, here's a friendly reminder to sweep up the last of our [End-of-Year Specials!](#)

What better way to kiss 2021 goodbye than with an exciting parcel on your doorstep in 2022!

Take your pick and SAVE—you deserve it!
<p>Product 1 Show discount or use a “mystery discount” (? %) to get the click</p>
<p>Product 2 Show discount or use a “mystery discount” (? %) to get the click</p>
<p>Product 3 Show discount or use a “mystery discount” (? %) to get the click</p>
<p>Product 4 Show discount or use a “mystery discount” (? %) to get the click</p>

48 hours left to grab yourself a bargain from our [MASSIVE New Year Flash Sale.](#)

We'll ship it out right away so you can start the new year with a well-deserved gift!

<Sign-off>

EMAIL #8 – TUE, JAN 4 (Morning) → Active

Send: Best time for your audience

Purpose: Announce

Subject: 🙌 24 hours 🙌

Preview: 🕒 Last day! 👁️ Here's what's left ...

Last day to bask in the [End-of-Year Specials!](#)

Start the year with BIG savings on a well-deserved gift!

👁️ TAKE A LOOK AT WHAT'S LEFT!
Category 1 Show discount or use a "mystery discount" (? %) to get the click
Category 2 Show discount or use a "mystery discount" (? %) to get the click
Category 3 Show discount or use a "mystery discount" (? %) to get the click

24 hours left to grab yourself a bargain from our [MASSIVE New Year Flash Sale](#).

We'll ship it out right away so you can start the new year with a well-deserved gift!

<Sign-off>

EMAIL #9 – TUE, JAN 4 (AM/PM) → Active + Nonactive

Send: Best time for your audience

Purpose: Announce

Subject: 🚨 Last and final notice 🚨

Preview: Sorry, <first name>, last chance ...

🚨 Last & Final Notice 🚨

Sorry, <first name>, all good things must come to an end.

This is your last reminder to save on our [End-of-Year Specials!](#)

👁️ TAKE A LOOK AT WHAT'S LEFT!
Category 1 Show discount or use a "mystery discount" (? %) to get the click
Category 2 Show discount or use a "mystery discount" (? %) to get the click
Category 3 Show discount or use a "mystery discount" (? %) to get the click

Last chance to grab yourself a bargain from our [MASSIVE New Year Flash Sale](#).

We'll ship it out right away so you can start the new year with a well-deserved gift!

No more reminders after this, so don't miss out!

<Sign-off>