

STRICTLY FOR ECOM INSIDER MEMBERS ONLY



Valentine Days Email & Messenger Promotion!

Let us sweep you off your feet with this copy-n-swipe Valentine's Day Promotion!

T'sup Insiders!

If you've ever complained about being "too busy" to put a well thought-out email promotion together...

Well... You just ran out of excuses!

It's still December and Valentine's day is a month and a half away! You have plenty of wiggle room to get this locked-n-load early...

Whatever you do... do not (I repeat)... DO NOT....leave this to the last minute! (That's wouldn't be in G.S.D spirit). Onwards...

So, in the theme of Valentine's Day... I thought I'd start with a romantic poem...

Ahem-Ahem (Clearing my throat).

*“Roses are red,
Violets are blue,
All my poems rhyme,
Except for this one.”*

That’s it. You’re welcome.

We’re about revenue, not romance, so let’s dive in with this plug-n-play Valentine’s Day promotion, shall we?

Quick reminder, the principles you learn here can be used for any seasonal promotion. So keep an open mind.

And if you don’t think Valentine’s Day is fitting for your Brand... Give yourself an uppercut and think again.

Index for this GSD Report

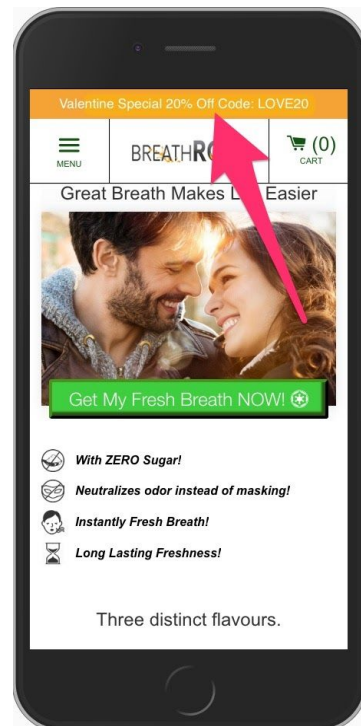
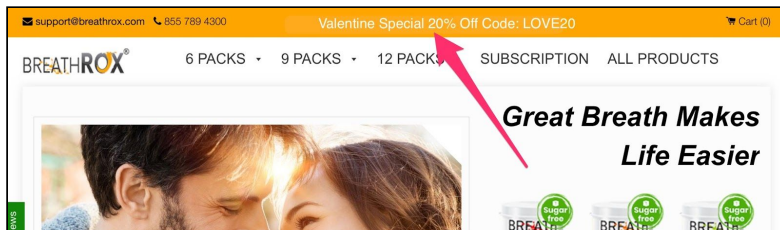
- Campaign Tips
- Strategy
- Post Purchase email
- Extension
- Punchwords
- Campaign Copy

Campaign Tips

1. **Use themed banner and graphics on your store.** Starting with the basics, change the wording on the ‘top bar’ of your store to say something like, “Valentine’s Day 20% Off Code: LOVE20”. Next, it’s also smart to change up your store with a themed banner. This gives the customer a reason to come back and see the site because it is always changing. Not just a static same-ol-site, month after month.

2. **Use a themed email header banner and graphics.** Again, this keeps things fresh and new for your brand so your customers become intrigued to see what's new.

Store Header



Email Banner



3. **Segment subscribers based on engagement.** Like Bret explained deeper in this month's newsletter, segmenting your subscribers by engagement to improve deliverability, customer experience, revenue, and minimise unsubscribes. A simple way is to divide them into "Active" and "Low-Active" subscribers. Send more emails to the "Active" and less emails to "Low-Active" subscribers.

Same email, different results!

| Campaign | Open Rate | Click Rate | Placed Order |
|---|--|---|--|
| <input type="checkbox"/> 30% OFF Email 2 [BE & NE] A/B Test Sent A/B on Dec 3, 2018 at 10:00 a.m. — Barely Engaged, Not engaged View Campaign · Clone | 2.6% <small>53 recipients</small> | 0.9% <small>19 recipients</small> | \$170 <small>3 recipients</small> |
| <input type="checkbox"/> 30% OFF Email 2 [VE & SE] A/B Test Sent A/B on Dec 1, 2018 at 10:00 a.m. — Somewhat Engaged, Very Engaged View Campaign · Clone | 8.1% <small>227 recipients</small> | 1.8% <small>51 recipients</small> | \$715 <small>11 recipients</small> |

BE = Barely Engaged.
NE = Not Engaged
VE = Very Engaged.
SE = Somewhat Engaged

Strategy

For this strategy, we're going with an 8 x email campaign for the "Active" segment and 3 emails for the "Non-active".

The timing of when to start your campaign will be different depending on what you're selling. For instance, if you have products that lend themselves to a Valentine gift, you'll need to get your campaign out A-SAP so you have time to ship it before the big day!

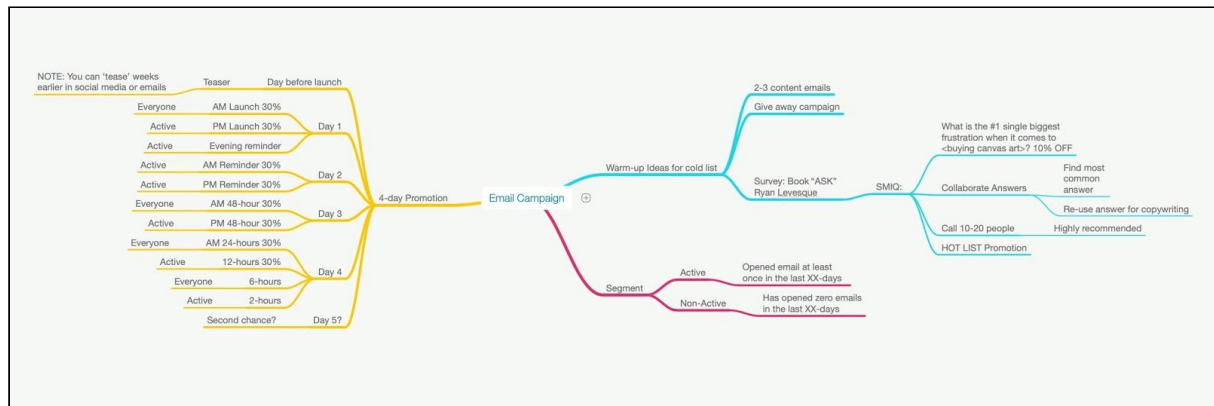
The campaign I'm showing you below is more for a store that is simply offering a discount for a 5-days before Valentine's day. Use your own discretion for when to start and finish your campaign.

| Day | Message | Send to | Time |
|----------|----------------------|---|----------|
| 9th Feb | Teaser | [Active] Include: Very Engaged, Somewhat Engaged | 10am EST |
| 10th Feb | Announce | [Active] Include: Very Engaged, Somewhat Engaged Exclude: Purchased in the last 5-days (placed order at least once 5-days) | 10am EST |
| 10th Feb | Announce | [Non-Active] Include: Barely Engaged, Not Engaged | 10am EST |
| 11th Feb | More detail | [Active] Include: Very Engaged, Somewhat Engaged Exclude: Purchased in the last 5-days | 10am EST |
| 12th Feb | Story 1 | [Active] Include: Very Engaged, Somewhat Engaged Exclude: Purchased in the last 5-days | 10am EST |
| 12th Feb | Story 1 | [Non-Active] Include: Barely Engaged, Not Engaged Exclude: Purchased in the last 5-days | 10am EST |
| 13th Feb | Story 2 | [Active] Include: Very Engaged, Somewhat Engaged Exclude: Purchased in the last 5-days | 10am EST |
| 14th Feb | Last Day (Morning) | [Active] Include: Very Engaged, Somewhat Engaged Exclude: Purchased in the last 5-days | 10am EST |
| 14th Feb | Last Day | [Non-Active] Include: Barely Engaged, Not Engaged Exclude: Purchased in the last 5-days | 10am EST |
| 14th Feb | Last Day (Afternoon) | [Active] Include: Very Engaged, Somewhat Engaged Exclude: Purchased in the last 5-days | 3pm EST |
| 15th Feb | Extension | [Active] Include: Very Engaged, Somewhat Engaged Exclude: Purchased in the last 5-days | 10am EST |

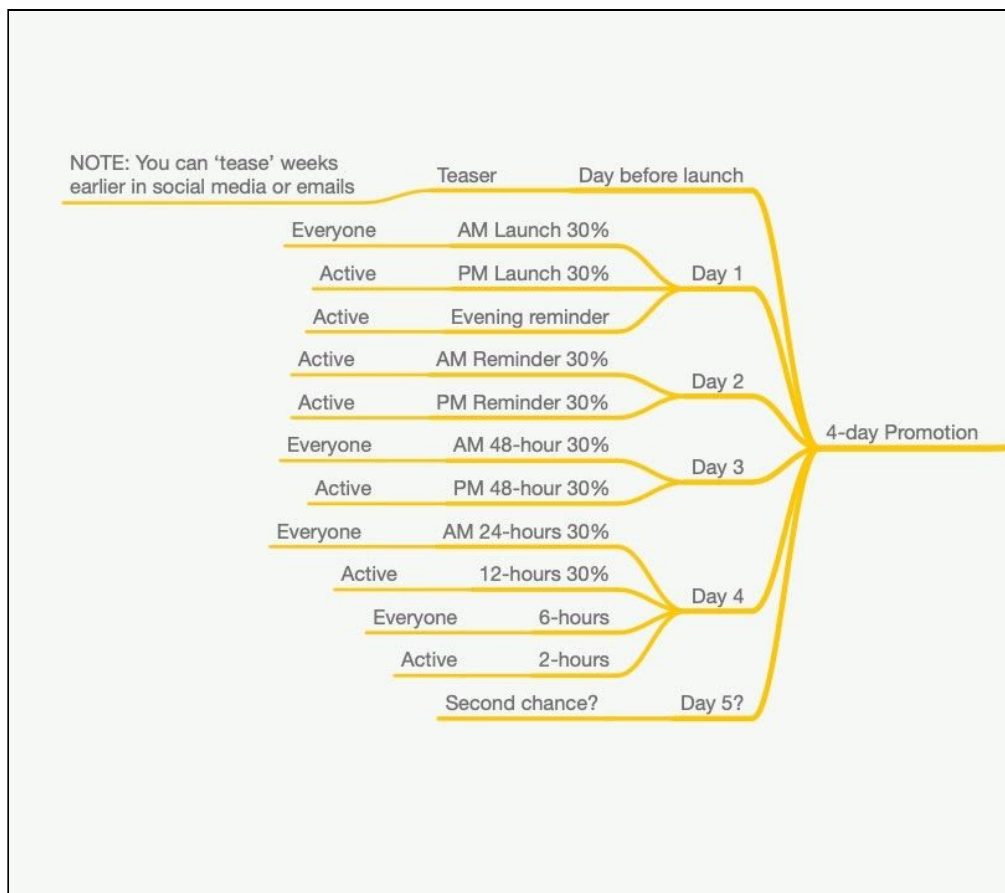
A More ~~Aggressive~~ Ambitious Strategy

If you want to 10X your business, make 10 times more offers!

Here's a strategy (frequency) outline that has more emails... and therefore, will usually make more money.



You can do a 7-day or 10-day promotion, the key here is to send more emails than a softer approach.



POST PURCHASE (Profit Adjuster)

We shared this in the last GSD issue, but it's relevant here too.

It's a quick 'Profit-Adjuster' Post-Purchase Email to RECOUP some profit after a heavy discount campaign.

This email gives first-time buyers a small window (60-minutes) to add another 'high-margined' product to their order, included in the same shipping cost.

This'll make sense as you read on...

Klaviyo Set Up:

Trigger..... Ordered Product

Trigger Filter.... Doesn't contain <product name>

Flow filters.....Has ordered product 1 over all time

Example (and results) from a Klaviyo article, written by Drew Sanocki, where he offered his audience a \$12 Basic Plain Tee for only \$9.

Important notes:

1. **High profit margin product**
2. **Plenty of stock** so it won't run out
3. **Best to find ONE product** so it's an easy decision, instead of a multiple choice, but that's up to you.
4. **60-minute timer** so you can add it to their existing order
5. **New Value Proposition** Since your customer might be overwhelmed with discounts after BFCM, try changing it to "Take \$3' OFF"

Thanks for your purchase! You want fries with that? Buy any black, grey or white tee for just \$9.

K A R
M A L
O O P

MEN'S

WOMEN'S

SALE

HURRY!

ADD ANY BLACK, GREY OR WHITE TEE TO YOUR ORDER FOR JUST \$9.



Order in the next 60 minutes.

Use code **NRQMD9GM**



The Basic Tee in Black - \$9.00



The Basic Tee in Grey - \$9.00



The Basic Tee in White - \$9.00

SHOP \$9 BASICS



CONTACT US GET OUR APP HELP

YOU ARE RECEIVING THIS MESSAGE BECAUSE YOU HAVE SIGNED UP AT KARMALOO.COM. READ OUR PRIVACY POLICY

IF YOU WISH TO LEAVE THIS MAILING, YOU CAN UNSUBSCRIBE HERE. THIS EMAIL WAS SENT BY KARMALOO 334 BOYLSTON ST BOSTON, MA 02116

KARMALOO

Getting Started

Campaigns

Flows

Email Templates

Lists & Segments

Profiles

Metrics

Integrations

Data Feeds

Image Library

Hosted Pages

Default Email Forms

Folders

Email #1: Basic Tee for \$9

Message Content

Review

Analytics

Overview Recipient Activity Link Activity Advanced Reports



OPENED (who) **42.8%**

* Open rates are only estimates
6879 recipients

CLICKED (who) **3.2%**

517 recipients

PLACED ORDER (who) **127**

0.8% of recipients

PLACED ORDER VALUE **\$12356.25**

\$88.26 on average per occurrence

UNSUBSCRIBES **0%**

0 recipients

SPAM COMPLAINTS (who) **0.0%**

4 recipients

PUNCH WORDS

Swiped from Bret's PUNCH WORDS report (in the Members area under "copywriting"), here are some love-drenched edgy words to sprinkle into your emails and ad copy.

| | | |
|---------------------|------------------|---------------|
| Romance | Lovestruck | Loyal |
| Admire | Gravitate | Life changing |
| Infatuated | Endearing | Bowled over |
| Crazy about | Desperate | Mesmerised |
| Bond | Fatal attraction | Love trance |
| Sweep off your feet | Yearning | Hypnotised |
| Besotted | Longed for | Woody |
| Courting | Pursue | Starry eyed |
| Moony eyed | Nourished | Glazed over |
| Jaw dropping | Nurtured | True love |
| Mind-boggling | Caring | Dreamy |
| Eye popping | Supportive | Protective |
| Heart pounding | Warm | Smitten |
| Stalker | Safe | Serenade |
| Pulse racing | Company | Soulmate |
| Love struck romeo | Affection | Broken Heart |
| Cherish | Attraction | Possessed |

And now for the moment you've been waiting for...

The templated email copy so you don't have to start from scratch.

Note: These subject lines have not been tested, so feel free to test your own.

=====

Email #1 - Teaser

9th of Feb: 10am

Subject line #1: Announcement... You will LOVE ♥

Subject line #2: Heads up about tomorrow's news...

Preview text: This is exciting and you're the first to hear about it!

Hey <first name>!

This is exciting and you're the first to hear about it!

Tomorrow we're announcing something special... and you'll LOVE the news!

With Valentine's Day just around the corner, we wanted to sweep you off your feet with a mystery gift!

Be sure to open tomorrow's email for the big reveal!

You'll thank me :)

See you tomorrow!!

<Sign Off>

Email #2 - Announce

10th of Feb

Subject line #1: Open your early Valentine gift 📺(inside)...

Subject line #2: Go! Valentine Day gift 📺is now open!

Preview text: Go Go Go! We just added your special valentine gift to our store...

< Banner >

Go Go Go! We just added your special valentine gift to our store...

For the next 7-days get 25% OFF with coupon "LOVE25" at checkout across [all products storewide](#)

We wanted to sweep-you-off-your-feet early this Valentines...

Take 25% OFF and shop today before it expires.

Here are some products you'll LOVE...

| | | |
|-----------|-----------|-----------|
| Product 1 | Product 2 | Product 3 |
| Product 4 | Product 5 | Product 6 |

We're crazy about YOU <First-Name>, so it's time you receive some loooooove!

Get in early and enjoy our heartfelt gift

Pamper yourself with code: **LOVE25** to get 25% off [storewide for the next 7-days](#)

Sign off

Email #3 - More details - 11th of Feb - 10am

Subject line #1: RE: 25% store credit is now active (for V-Day)

Subject line #2: RE: Your 25% credit is now active (for V-Day)

Preview text: Have you checked our store lately? We just added a 25% Valentines Day credit for you! Plus...

< Valentine Day Banner >

**Love is in the Air with 25% Off
Valentine's Day Special**

Hey <first name>

What a time to Romance our <Brand Name> community...

For the next 3-day only, you can take 25% off EVERYTHING, in the name love!

Copy this code: **LOVE25** and add it to your checkout when you [shop on our store for the next 3-days](#)

(Expires at midnight Valentines Day, 14th of Feb)

See what you like below and take 25% off

| | |
|---|---|
| Product 1 | 3 x benefit bullet points [See more] <= button |
| 3 x benefit bullet points [See more] <= button | Product 2 |
| Product 3 | 3 x benefit bullet points [See more] <= button |
| 3 x benefit bullet points [See more] <= button | Product 1 |

Go here to save 25% with "LOVE25"

<Insert Review #1>

<Insert Review #2>

We're crazy about YOU <First-Name>, so it's time you receive some much deserved loooooove!

Get in early and enjoy our heartfelt gift...

Treat yourself with this special code: **LOVE25** and get 25%

[Shop storewide for the next 3-days only](#)

Much Love!

<Sign off>

Email #4 - Story - 12th of Feb - 10am

Subject line #1: The harrowing (true) story of St Valentine...

Subject line #2: The Valentine story? (chills down my spine!)

Preview text: I had no idea, did you?!? This story of St Valentine gave me goosebumps...

<Valentine's Day Banner>

I had no idea about this, did you?!?

The story behind Valentine's Day gave me goosebumps! Before I share this harrowing story, remember...

Claim your heart-pounding **25% OFF** Valentine credit with coupon: **LOVE25** before it expires in a few days! [Save off everything here](#)

Now, brace yourself for the story of our most romantic day of the year!

It will make your heart race in a whole new way! Follow along...

St Vincent was a Christian Saint who was martyred (meaning, put to death) in the name of love! As the story goes, the year was 289 AD when the Roman Emperor Claudius the 2nd set a law that young men could not get married.

He believed single men were better soldiers than those with wives of children. Valentine thought this law was cruel and unjust. So he performed marriages in secret.

Sadly, when Claudius discovered this, he did what most barbaric rulers do in those days and had him put to death!

Other legends tell that Valentine might have been killed while trying to help Christians flee Roman prisons where they were tortured.

Legend has it...

... before his death he wrote a letter to his lady-love, signed, "From your Valentine".

By the time The Roman Empire Fell (476 AD), St Valentine was the most popular saint in England & France!

Talk about mixed emotions, right? Sad, heroic, tragic, romantic, where do I start?

And how do I turn this into a happy ending feel-good message?

Oh, I know!

Why not accept our heartfelt gift and go treat yourself to a mesmerising 25% off discount. Use this code: **LOVE25** before it expires in a few days!

[Go here to save 25% with "LOVE25"](#)

Share the love!

<Sign Off>

Here are some products to save on...

1. 2. 3.

Email #5 - Story - 13th of Feb

Subject line #1: Voted #1 Love Story! (Plus, 25% off expires 2mrw)

Subject line #2: Most Popular Love Story! [Hurry, 25% ending]

Preview text: This is why we LOVE helping you... Stories like this make all our hard work worth every second.

<Valentine's Day Banner>

Love Stories That Excite Us to Give You 25% OFF This Valentine Day!

Hey <first name>,

This is why we LOVE what we do... Stories like this make all our hard work worth every second.

Wait, before you scroll...

Tomorrow is your **LAST DAY** to use: **LOVE25** to unlock your **25% OFF** store credit on [your most LOVED products](#)

We're sharing the LOVE and don't want you to miss out!

Speaking of love...

We LOVE when our happy customers share their feedback!

Here are our TOP VOTED favourite stories:

<INSERT YOUR TOP REVIEW/S or customer stories>

Cool, right?

Stories like these flame the LOVE for our customers!

Tomorrow is the **LAST DAY** to reward yourself with our **25% OFF** Valentine's Day credit "LOVE25"

Hurry! Last Day To Claim 25% Off

Use "LOVE25" storewide with products like these...

| | | |
|-----------|-----------|-----------|
| Product 1 | Product 2 | Product 3 |
| Product 4 | Product 5 | Product 6 |

<Sign off>

Email #6 - Story - 14th of Feb - Morning 10am

Subject line #1: Lovestruck Romeo... 25% off today!

Subject line #2: 🧡🎁🧡Happy V Day! 25% today!

Preview text: This is why we LOVE helping you... Stories like this make all our hard work worth every second.

<insert banner>

Happy Valentines Day Take 25% OFF

*“Roses are red,
Violets are blue,
Take 25% off
Cos we love you!”*

Hi <first name>

Hope you're being spoilt today... and if not... Let us spoil you... because you matter!

THANK YOU for being a loyal supporter of <Insert Brand>...

Accept our heartfelt Valentine's Day gift from us today...

Take 25% OFF with coupon code **“LOVE25”** at checkout for [all your favourite products](#) [storewide](#)

Today only - Expires tonight!

Some products you might be smitten over...

| | | |
|-----------|-----------|-----------|
| Product 1 | Product 2 | Product 3 |
| Product 4 | Product 5 | Product 6 |

Insert Review #1

Insert Review #2

Hurry! Last Day To Claim 25% Off

Have an amazing day! And...

Treat yourself with this special code: **LOVE25** to get 25% off [storewide today only](#)

Much Love!

<Sign off>

Email #7 - Story - 14th of Feb - Afternoon 3pm
Subject line #1: ❤️ 25% OFF ❤️ V-Day Special Ends Tonight!
Subject line #2: ⏰ Hurry Last chance! 25% V-Day special ❤️

Preview text: We're heartbroken but not giving up on you! Let us ship you a gift before our 25% off expires...

<insert Banner>

Hurry! Last Chance To SAVE 25% OFF For Valentine's Day Code: LOVE25 Expires Tonight

We're heartbroken but not giving up on you!

Let us ship you something special before our 25% off expires...

Simply use "**LOVE25**" (today only) on [your most loved products storewide](#)

This is your last reminder before this coupon turns into a pumpkin at midnight, so don't let your valentine's gift go to waste!

Let us serenade, spoil, pamper, and romance you today with this special 25% discount!

Some products you might be smitten over...

| | | |
|-----------|-----------|-----------|
| Product 1 | Product 2 | Product 3 |
| Product 4 | Product 5 | Product 6 |

Insert Review #1

Insert Review #2

Hurry! Last Day To Claim 25% Off

Hope you get swept off your feet today!

Let us treat you with this special code: **LOVE25** to get 25% off [storewide today only](#)

Much Love!

<Sign off>

Email #8 - Extension - 15th of Feb - 10am

Subject line #1: ❤️ EXTENDED 25% OFF ❤️

Subject line #2: ⌚ We have extended your V-Day discount ❤️

Preview text: Good news! Orders and inquiries are still flooding in, so to be fair to everyone, we've extended our 25% discount for a few more days!

<Insert Banner>

GOOD NEWS!
We've extended our 25% Off
Valentine's Discount For A
Few Days So You Don't Miss Out!

Life gets busy - we get it - No one likes missing out, so we extended our 25% discount for a few more days!

Same coupon code applies "LOVE25" but after this, it's back to normal prices for all [your most loved products](#)

No more reminders after this!!

Some products you might be smitten over...

| | | |
|-----------|-----------|-----------|
| Product 1 | Product 2 | Product 3 |
| Product 4 | Product 5 | Product 6 |

Insert Review #1

Insert Review #2

Extended 25% Discount for a few days only

Treat you with this RARE extension and use: LOVE25 to get 25% off [storewide today only](#)

Much Love!

<Sign off>

You know what's coming now, don't you?

Yep! --- Go G.S.D and report back in the FB group!

Tanner, Matthew, & Bret