Email content schedule

Email content schedule

Prepared for Moderne Monocle

Essential Flow Automations

1. BFCM Campaign/Promo
2.

Journey mapping

Miro journey mapping & notes:

Discount code schedule

<link>

Email 1 - Nov 2, 2025 | Collection Highlight
Recipient
<New customer>

Subject line: Style meets function: Your favorite pieces on sale
Subject line 2: On sale now: 3 popular, stylish pieces

Preview line: Which of these suit you [Name]?

COPY	REFERENCE IMAGE
Header Image: 3 Pendants Highlighted for you	*Insert image example*
Body: Hi [Name], Each of these 3 pieces has their own unique style. Turn heads at outings and use that special feature when you need a *bit* of help. *Check out these popular visual aids with a bold flair* **[Product Blocks]** These 3 gorgeous pendants are currently on sale. Order yours while the offer lasts. Save Now *Free delivery on all US orders*	*Insert image example*
Product Blocks: Maya Magnifier Pendant Necklace The Maya monocle is a 14k Gold plated twisted bar link chain with magnifier pendant. The pendant features pinky gold engraved enamel with a round gem.	*Insert image example*

Journey Charm Magnifier Pendant Necklace 30 inch heavy looped chain with hinged clasp charm enhancers allowing you to add and remove charms and monocle for future flexibility. Emmeline Magnifier Pendant Necklace Hand cut magnifier pendant is set in prongs and surrounded by 4 simulated diamonds.	
Reviews: (pair with the emmeline block. I just really liked this review and feel it hits our ICP perfectly) EMMELINE - MAGNIFIER PENDANT NECKLACE "My mom always wears this beautiful necklace when she goes out with her friends and they all want to use it to read the menu"	*Insert image example*

Email 2 - Nov 8, 2025 | Product Highlight

Recipient

<New customer>

Subject line: You have to try on these best sellers [Name]
Subject line 2: Try these pendants for a bold, confident look

Preview line: They're popular for a reason

COPY	REFERENCE IMAGE
Header Image: Popular pendants you'll love [subheader]: Shop Best Sellers	*Insert image example*
Body: These necklaces are loved for their appeal in social settings. [reviews] A collection of popular pendants to help you look and see your best. [Product Blocks] We use the same lens in all of our monocles and it works for strengths +1.0 to +3.5. *Free delivery on all US orders* Shop Best Sellers	*Insert image example*
Product Blocks: Journey Charm Magnifier Pendant Necklace 30 inch heavy looped chain with hinged clasp charm enhancers allowing you to add and remove charms and monocle for future flexibility. Aria Diamond Magnifier Pendant Necklace	*Insert image example*

14k gold or rhodium plated, teardrop shaped hand cut magnifier pendant in a simulated diamond setting Anjale Magnifier Pendant Necklace Our most popular monocle features shimmery moonstone framed with dazzling diamondettes and a gold finish. Soleil Magnifier Pendant Necklace These pendants are beautifully framed with diamondettes and a fantastic chain features dangling cz stones.	
Reviews: SOLEIL MAGNIFIER PENDANT NECKLACE "This magnifier necklace allowed my mom to feel young and stylish AND see the menu!!" ANJALE - MAGNIFIER PENDANT NECKLACE "Whenever my mom wears this beautiful necklace out with her friends, it quickly becomes the star of the table—everyone asks to borrow it to read the menu."	*Insert image example*

Email 3 - Nov 10, 2025 | Blog

Recipient

<New customer>

Subject line: Perfect birthday gifts for women 40+
Subject line 2: Picking the best gift for women 40+

Preview line: *Spoiler, make them feel special*

COPY	REFERENCE IMAGE
Header Image: A mix of Elegance and Function Get the Perfect Gift	*Insert image example*
Body: Whether for a friend or loved one, finding the right gift for their special day is always a headache. You want to ask what they want, but doing so ruins the surprise. And a blind pick runs the risk of being something they don't care for. Moderne Monocle has decided to provide a bit of help to make your decision a no brainer. Here are three very important criteria for picking a gift for women 40+.	*Insert image example*

Make her feel special Anybody can *say* they put thought into a gift. But how special is a gift card, really? If you want to show how much you care, pick out something dynamic and highly valuable. **Think of the Social Aspect** Get her a gift she can feel proud showing off to her friends. Something that will get the girls hype and make the night last forever. This tends to be a gold or diamond jewelry piece. One that's ***bold*** and stands out, especially when paired with her outfit. **Add a bit of assistance** Aside from looks, a good gift will make her life *easier*. The Emmeline Magnifier Pendant fits these three criteria to a tee. An eye-catching, glistening look and magnifier infused pendant to help enhance menus, phone screens, and other small text. **[Product Block]** **[Review]**	

You can find the Emmeline Pendant and other pieces like it in our Best Sellers Collection Shop Best Sellers *Free shipping on all US orders. Also quick note, Black Friday week is almost here. That means BIG deals on all Moderne Monocle pieces site wide.*	
Product Blocks: Emmeline Magnifier Pendant Necklace Hand cut magnifier pendant is set in prongs and surrounded by 4 simulated diamonds.	*Insert image example*
Reviews: ANJALE - MAGNIFIER PENDANT NECKLACE "Whenever my mom wears this beautiful necklace out with her friends, it quickly becomes the star of the table—everyone asks to borrow it to read the menu."	*Insert image example*

Email 4 - Nov 14, 2025 | Sale (Early Access Reminder)

Recipient

<New customer>

Subject line: Have you heard, {{Firstname | Love}}?
Subject line 2: Early access to savings for {{Firstname | You}}

Preview line: You get this first because you're one of the girls

COPY	REFERENCE IMAGE
Header Image: N/A - Plain Text	*Insert image example*
Body: In just 8 days, the biggest sales event of the year takes place. This is your chance to save big sitewide. This means deals on pendants, but also earrings and dog tags. *But you get a little something early* Use code BOGO50 and unlock your special offer: Buy one get one ***50% off*** on all items sitewide. Whether shopping for a gift or just getting something special for yourself, the sale is the best time to pick up some functional yet stylish jewelry. Save on Best Sellers | Code BOGO50 to unlock buy one get one ***50% off*** deal. *Free Shipping on all US orders*	*Insert image example*
Product Blocks:	*Insert image example*

(if applicable)	
Reviews: *(if applicable)*	*Insert image example*

Email 5 - Nov 22, 2025 | BFCM Launch

Recipient

<New customer>

Subject line: We've made it [Name]!
Subject line 2: It's finally time to shine [Name]

Preview line: Pendants and Earrings. Save on everything!

COPY	REFERENCE IMAGE
Header Image: Black Friday Week has begun! Best Sellers on Sale Code BOGO50 unlocks buy one get one 50% off for all pieces sitewide.	*Insert image example*

Body: The time has arrived, [Name]. Sitewide savings for magnifier pendants, earrings, and dog tags. Save big on those special pieces you've had your eye on. **[Product Blocks]** Now for the perks. For each purchase, you get an additional item ***50% off***. Use code BOGO50 at checkout to unlock this limited time offer. Shop and Save Now *Free Shipping on all US orders*	*Insert image example*
Product Blocks: Emmeline Magnifier Pendant Necklace Hand cut magnifier pendant is set in prongs and surrounded by 4 simulated diamonds. Tempest Gold White Opal Earrings 14k Gold plated white opal gem with cz border inside leaf shaped wire hoop.	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*

Email 6 - Nov 24, 2025 | BFCM Reminder

Recipient

<New customer>

Subject line: Black Friday BOGO deals are live ✨
Subject line 2: Code BOGO50 unlocks Half off this Black Friday!

Preview line: Limited time savings on all jewelry

COPY	REFERENCE IMAGE
Header Image: Code BOGO50 Unlocks buy-one-get-one 50% off. Black Friday Week Continues Shop and Save	*Insert image example*
Body: Pendants, earrings, and dog tags at your heart's content for the biggest savings event of the year. **[Product Blocks]** For Black Friday, all items are buy one get	*Insert image example*

one ***50% off***. Use code BOGO50 at checkout to save. Shop All *Free shipping on all US orders*	
Product Blocks: Lola Gold Labradorite Earrings Hoop earrings with a labradorite gem charm and gold finish. Luna Magnifier Pendant Necklace Rock pieces that show off your style and carefully weave in some visual assistance Hudson Magnifier Pendant Necklace Blow your husband away with that same style + function combination.	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*

Email 7 - Nov 27, 2025 | BFCM Reminder

Recipient

<New customer>

Subject line: Only a few more days of Black Friday week
Subject line 2: Black Friday week ends soon. Save 50% now

Preview line: Use code BOGO50 while it lasts

COPY	REFERENCE IMAGE
Header Image: The BFCM week ends soon Code BOGO50 unlocks Buy One Get One 50% off Shop Black Friday!	*Insert image example*
Body: Black Friday week's buy one get one ***50% off*** deal ends soon. Use code BOGO50 to save on pendants and earrings. No glasses. No digging in your bag. Just one beautiful solution around your neck. **[Product Blocks]** Nothing says elegance like saving big. Shop and Save *Free shipping on all US orders*	*Insert image example*
Product Blocks:	*Insert image example*

Ophelia Silver Rose Quartz Magnifier Pendant Necklace Rose quartz is known as the crystal of unconditional love. It's said to boost feelings of self-love and foster loving relationships with others. Jagger Magnifier Pendant Necklace Ball chain necklace with hand cut magnifier in the shape of a dog tag. Gunmetal finish Delilah Gold Watermelon Quartz Earrings 14k Gold plated cz earrings with bar drop and watermelon quartz gem for some color variety	
Reviews: JAGGER - MAGNIFIER PENDANT NECKLACE "I thought my husband's friends would tease him about using a magnifier necklace - but they all love it and so much cooler that reading glasses"	*Insert image example*

Email 8 - Nov 28, 2025 | BF Follow Up Plain Text

Recipient

<New customer>

Subject line: A note for {{Firstname | You}} to end Black Friday
Subject line 2: A quick thanks before Black Friday ends

Preview line: Thank you for your continued support

COPY	REFERENCE IMAGE
Header Image: **N/A - Plain text**	*Insert image example*
Body: Hi {{firstname | there}} We're approaching the last few days of our Black Friday event. Beloved pieces are flying fast, and our special offer is almost gone. If you didn't get the items you wanted, you still have a couple days left to save. Use code BOGO50 at checkout to unlock our buy one get one ***50% off*** deal on all pieces sitewide. This long awaited event ends soon. Save on elegance and quality of life. Shop Black Friday | Code BOGO50 at checkout *Free shipping on all US orders*	*Insert image example*
Product Blocks:	*Insert image example*

Reviews:	*Insert image example*

Email 9 - Nov 30, 2025 | Black Friday Last Chance

Recipient

<New customer>

Subject line: Final night of Black Friday {{firstname | Loves}}
Subject line 2: We're almost done {{Firstname | Loves}}

Preview line: Use code BOGO50 at checkout before midnight

COPY	REFERENCE IMAGE
Header Image: Last Chance to save on Elegance Black Friday comes to a close Shop Now | BOGO 50% Off *Code BOGO50 at checkout*	*Insert image example*
Body: This is it. At midnight tonight, the buy one get one ***50% off*** sale on all jewelry ends.	*Insert image example*

Don’t know what to pick? Check out some of these top selections: **[Product Blocks]** Code BOGO50 unlocks your buy one get one ***50% off*** savings opportunity. Save on elegance and function. View our whole collection below. Shop and Save 50% *Free delivery on all US orders*	
Product Blocks: Journey Charm Magnifier Pendant Necklace A piece to represent your life’s storied journey Luna Magnifier Pendant Necklace 14k Gold plated snake chain with round hand cut magnifier pendant and cat eye gem. Classic with clean lines. Aria Diamond Magnifier Pendant Necklace Gold finish seamless pendant integration for glamor and function	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*

Email 10 - Dec 1, 2025 | Cyber Monday Launch

Recipient

<New customer>

Subject line: Savings are back on for ✨Cyber Monday ✨
Subject line 2: It's Cyber Monday {{Firstname | Loves}} | Savings are back

Preview line: Code BOGO50 at checkout unlocks buy one get one ***50% off***

COPY	REFERENCE IMAGE
Header Image: **<u>Cyber Monday</u>** Buy one get one 50% off with code BOGO50 Shop and Save Big	*Insert image example*
Body: Cyber Monday means savings are back on! All those pendants, earrings, and chains you've had your eye on with a *special deal*. Buy one get one ***50% off*** with code BOGO50 at checkout. This is the only time you'll see savings like this. Use it on our popular Picks:	*Insert image example*

[Product Blocks] Code BOGO50 at checkout to unlock your buy one get one ***50% off*** deal. Shop Cyber Monday *Free shipping on all US orders*	
Product Blocks: Journey Charm Magnifier Pendant Necklace A piece to represent your life's storied journey Luna Magnifier Pendant Necklace 14k Gold plated snake chain with round hand cut magnifier pendant and cat eye gem. Classic with clean lines. Aria Diamond Magnifier Pendant Necklace Gold finish seamless pendant integration for glamor and function	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*

Email 11 - Dec 1, 2025 | Cyber Monday last chance

Recipient

<New customer>

Subject line: ✨Cyber Monday✨ final call
Subject line 2: Save on glamor before the night ends

Preview line: Last chance to save ***50%*** on all pieces

COPY	REFERENCE IMAGE
Header Image: Cyber Monday ends soon Did you get your Pendant? Shop Cyber Monday *Code BOGO50 unlocks* ***50% off*** *at checkout.* *Ends tonight*	*Insert image example*
Body: Cyber Monday ends soon. In case you missed it, here's your offer: Buy one get one ***50% off*** on *all* purchases sitewide. Use code BOGO50 at checkout. And here are those popular picks from before **[Product Blocks]** It's the biggest sales event of the year, and you don't have much time left before it ends.	*Insert image example*

Shop Cyber Monday *Free shipping on all US orders*	
Product Blocks: Journey Charm Magnifier Pendant Necklace A piece to represent your life's storied journey Luna Magnifier Pendant Necklace 14k Gold plated snake chain with round hand cut magnifier pendant and cat eye gem. Classic with clean lines. Aria Diamond Magnifier Pendant Necklace Gold finish seamless pendant integration for glamor and function	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*

Email 12 - Dec 2, 2025 | CM 48-Hour Extension

Recipient

<New customer>

Subject line: Didn't you hear, {{Firstname | Love}}? Cyber Monday got extended ✨
Subject line 2: A glamorous extension on saving big

Preview line: 48 more hours of buy one get one ***50% off***

COPY	REFERENCE IMAGE
Header Image: Save with this one-time Cyber Monday extension Shop and Save *Code BOGO50 at checkout unlocks buy one get one* ***50% off***	*Insert image example*
Body: Hi {{Firstname | Loves}}, For 48 hours more, your buy one get one ***50% off*** deal remains. This is a one-time opportunity to save BIG on Pendants, Tags, and Earrings. **[Product Blocks]** Glamor meets function at your next outing. No glasses. No digging in your bag. Just one beautiful solution around your neck. Shop and Save 50% *Free delivery for all US orders*	*Insert image example*
Product Blocks: Ophelia Silver Rose Quartz Magnifier Pendant Necklace Rose quartz is known as the crystal of	*Insert image example*

unconditional love. It's said to boost feelings of self-love and foster loving relationships with others. Jagger Magnifier Pendant Necklace Ball chain necklace with hand cut magnifier in the shape of a dog tag. Gunmetal finish Delilah Gold Watermelon Quartz Earrings 14k Gold plated cz earrings with bar drop and watermelon quartz gem for some color variety	
Reviews: *(if applicable)*	*Insert image example*

Email 13 - Dec 3, 2025 | CM Final 24 Hours Plain Text

Recipient

<New customer>

Subject line: Just one more day to save on your Monocle
Subject line 2: Your reminder from our founder: 24 Hours remain

Preview line: Buy one get one ***50% off*** extension ends soon

COPY	REFERENCE IMAGE
Header Image: N/A - Plain Text	*Insert image example*
Body: Phew, what a week. I wanted to personally let you know our Cyber Monday Extension is on for just more hours. If you've had your eye on a Monocle, now's your moment. After tonight, prices return to normal and our holiday rush begins. Many of our popular designs may go out of stock until the new year. Make your everyday a little smoother and a lot more stylish, don't wait on this one. Shop the final hours below. This limited time offer won't return after today. Shop and Save 50% | Code BOGO50 for buy one get one ***50% off*** any item sitewide. *Free shipping on all US orders*	*Insert image example*
Product Blocks: *(if applicable)*	*Insert image example*

Reviews: *(if applicable)*	*Insert image example*

Email 1A

Recipient

<New customer>

Subject line: Turn up the heat & Get $25 OFF!
Preview line: Order & Save!

COPY	REFERENCE IMAGE
Header Image:	*Insert image example*
Body:	*Insert image example*
Product Blocks: *(if applicable)*	*Insert image example*

Reviews: *(if applicable)*	*Insert image example*

Nov 14 SMS (Early Access Reminder):

Your Monocle moment is here. ✨
Buy one, get one 50% off.
Handcrafted elegance that helps you see clearly, anywhere.
Use code **BOGO50** at checkout.

(Include bitly shortened link)

Nov 22 SMS (General Black Friday Announcement):

Black Friday starts now. ✨
Buy one Monocle, get the second 50% off with code **BOGO50**.
Elegant design that makes every day easier.
Your moment to collect or gift begins here.

(Include bitly shortened link)

Dec 3 SMS (Cyber Monday Extension: Last 24 Hours)

Final 24 hours of our Cyber Monday extension.
Use code BOGO50 before midnight to unlock your buy one get one 50% off deal.
Last chance for glamor with a quality of life touch.

(Include bitly shortened link)