

FabFitFun

Objective: Reactivate Subscribers

1. Who am I talking to?

- a. People who love subscription boxes
- b. Women
- c. 20-40
- d. Mostly USA, some international shipping
- e. Like recreation stuff, ordering fun stuff, skincare

2. Where are they now?

- a. Checking their inbox
- b. Opening email from FabFitFun
- c. Current State: Didn't open emails for months, ordering/not ordering subscription boxes regularly, overlooking email updates
- d. Dream State: Getting better deals and cool stuff
- e. Desire: 3
- f. Certainty: 8
- g. Trust: 7

3. What do I want them to do?

- a. Reengage and open upcoming email
- b. When not responding - remove them from the list

4. What do they need to experience to do that?

- a. Attention-grabbing SL - Last Email or smh
- b. Fear of missing out
- c. Add a discount code for their order
- d. Add urgency
- e. Short text, short paragraphs
- f. Write in a professional tone
- g. Fear of being kicked out of the newsletter
- h. 2 way close?

Subject Line: This May Be Our Last Email

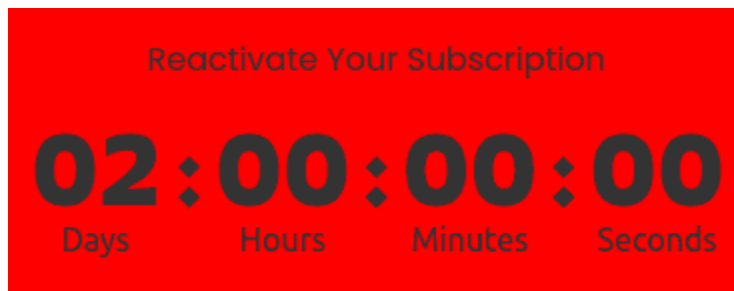
Hi [Name],

We've missed you! 📧 It's been a while since you last opened our email, and we don't want you to miss out on the amazing new deals and exclusive goodies we have lined up just for you.

We get it—life gets busy, and emails pile up. But we'd hate for you to miss out on our biggest and most exclusive deal yet, [Name]!

That's why we're offering you a special 15% discount on your next order, just to show how much we value having you onboard.

Click the link below to reactivate your subscription and use the discount code on your next order. (Discount expires in 2 days)



https://i.mailtimer.io/MVeZjoWUzT.gif?id={subscriber_id}

If you don't open the next email, we'll assume you're no longer interested and remove you from our list.

Looking forward to having you back,

The FabFitFun Team

P.S. This could be our last email if you don't reengage. Act now or we'll have to say goodbye for good!