Email content schedule

Email content schedule

Prepared for S. A. Gems

Essential Flow Automations

1. Abandon Cart Flow

SMS 1A

Recipient

<New customer>

Subject line: N/A - SMS
Subject line 2: N/A - SMS

Preview line: N/A - SMS

COPY	REFERENCE IMAGE

Header Image: N/A - SMS	*Insert image example*
Body: You forgot a little something {{First_name | default:love}} Your jewelry is waiting to be claimed. Use code DIAMONDS05 to bring it home for 5% off	*Insert image example*
Product Blocks: *(if applicable)*	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*

Email 1A

Recipient

<New customer>

Subject line: Don’t lose your shine {{Firstname | default:love}}
Subject line 2: You left a little sparkle behind ✨

Preview line: Your special discount code is still active

COPY	REFERENCE IMAGE
Header Image: CTA: [Return to Cart] Use code DIAMONDS05 for 5% off Your diamonds are waiting	*Insert image example*
Body: Wait {{First_name | default: a minute}}, you left behind that beautiful piece you picked out. When you hit return to cart, your discount code, DIAMONDS05, will automatically be applied. ['Return to Cart' button] *Free shipping on all orders exceeding $1000*	*Insert image example*
Product Blocks: *(if applicable)*	*Insert image example*

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

Email 1B

Recipient

<New customer>

Subject line: That's a gorgeous ring setting you picked!
Subject line 2: The setting you picked out is still available

Preview line: Still deciding? Your welcome offer makes it easier than ever.

COPY	REFERENCE IMAGE
Header Image: CTA: [Return to Cart] Use code DIAMONDS05 for 5% off Designed for brilliance. Crafted for you.	*Insert image example*
Body: Your welcome offer is still active. Use code DIAMONDS05 to complete your order and save ***5%***.	*Insert image example*

The perfect ring deserves a perfect fit. Take a moment to confirm your size. S.A. Gems is renowned for quality pieces and a transparent buying process. If you're unsure about size, you can print our easy ring sizer. Just hit reply and we'll send it over. ['Return to Cart' button] *Free shipping on all orders exceeding $1000*	
Product Blocks: *(if applicable)*	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*

Email 1C

Recipient

<New customer>

Subject line: That's a gorgeous engagement ring you picked!
Subject line 2: Still thinking it over? Your ring is saved

Preview line: Don't let this one get away

COPY	REFERENCE IMAGE
Header Image: CTA: [Return to Cart] Use code DIAMONDS05 for 5% off Make your big day perfect	*Insert image example*
Body: We know your spouse will cherish that piece. It's too beautiful to leave behind. Your discount code is still active. Save 5% on your ring with code DIAMONDS05. All you have to do is hit the button below to complete your order. ['Return to Cart' button] Ps. If you need a ring size, let us know and we'll send one over. *Free shipping on all orders exceeding $1000*	*Example of ring size guide* Ring Sizing Guide.
Product Blocks: *(if applicable)*	*Insert image example*

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

Email 2A

Recipient

<New customer>

Subject line: Don’t lose your shine {{Firstname | default:love}}
Subject line 2: You left a little sparkle behind ✨

Preview line: Your special discount code is still active

COPY	REFERENCE IMAGE
Header Image: CTA: [Return to Cart] Your diamonds are waiting	*Insert image example*
Body: Wait {{First_name | default: a minute}}, you left behind that beautiful piece you picked out. When you hit return to cart, your discount	*Insert image example*

code will automatically be applied. ['Return to Cart' button] Also consider signing up for our SMS list for more exclusive updates and order details. [Sign Up Here] *Free shipping on all orders exceeding $1000*	
Product Blocks: *(if applicable)*	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*

Email 1.2B

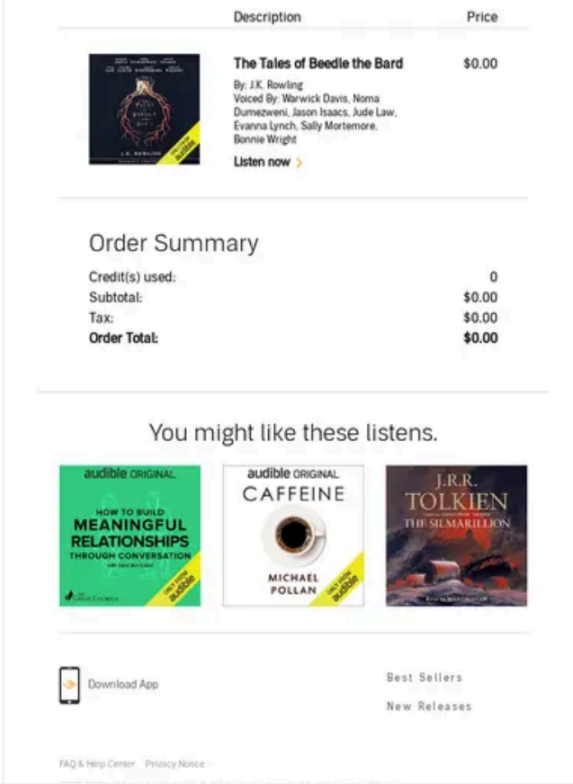
Recipient

<New customer>

Subject line: Don't let your cart's shine fade away
Subject line 2: You left a little brilliance behind

Preview line: And don't forget your special discount ✨

COPY	REFERENCE IMAGE
Header Image: CTA: [Return to Cart] Use code DIAMONDS05 for 5% off Keep the shine going	*Insert image example*
Body: You've got diamonds in your cart that would look gorgeous on you. Your ***5% off*** discount still applies. Just use code DIAMONDS05 at checkout. You may also like these: Round Cut Basket Studs Round-cut lab-grown diamonds sparkle brilliantly in a secure four-prong setting, showcasing their beauty. Classic Round Brilliant Diamond Necklace The necklace features a continuous row of brilliant round-cut diamonds set to maximize sparkle and radiance. Marquise Bezel Tennis Bracelet Marquise lab diamonds are bezel-set at a graceful angle, creating a dynamic sparkle with every movement. Shine bright with a beautiful piece that fits you. Use code DIAMONDS05 at checkout and save ***5%.***	

[Return to Cart]	
Product Blocks: *(if applicable)*	Keep that "You may also like these" section lowkey and out of the way. Shouldn't come off as pushy. Just a friendly suggestion. As such (But a *tad* smaller): 
Reviews: *(if applicable)*	*Insert image example*

Email 1.2C

Recipient

<New customer>

Subject line: A note from S. A. Gems' founder
Subject line 2: Thanks for visiting S. A. Gems

Preview line: N/A - Plain Text

COPY	REFERENCE IMAGE
Header Image: N/A - Plain Text	*Insert image example*
Body: Hi {{First_Name | default:"there"}}, I just wanted to personally thank you for visiting Sagem and for taking the time to pick out something beautiful. Every piece offered at S. A. Gems is crafted with the same care and quality I'd want for my own family. I noticed you left a piece in your cart. If you're still thinking it over, no rush. I didn't want you to miss your ***5% off*** discount, which is still active. You can use code DIAMONDS05 at checkout to complete your order.	*Insert image example*

[Return to Cart] Best, **Chris Latrobe** Founder, Sagem.co	
Product Blocks: *(if applicable)*	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*

SMS 3A

Recipient

<New customer>

Subject line: N/A - SMS
Subject line 2: N/A - SMS

Preview line: N/A - SMS

COPY	REFERENCE IMAGE

Header Image: N/A - SMS	*Insert image example*
Body: You forgot a little something {{First_name | default:love}} Your jewelry is waiting to be claimed You can return to your cart here:	*Insert image example*
Product Blocks: *(if applicable)*	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*

Email 3A

Recipient

<New customer>

Subject line: Don't lose your shine {{Firstname | default:love}}

Subject line 2: You left a little sparkle behind ✨

Preview line: Your diamonds are still shining and ready

COPY	REFERENCE IMAGE
Header Image: CTA: [Return to Cart] Your diamonds are waiting	*Insert image example*
Body: Wait {{First_name | default: a minute}}, you left behind that beautiful piece you picked out. When you hit return to cart, your items will be just as you left them. ['Return to Cart' button] *Free shipping on all orders exceeding $1000*	*Insert image example*
Product Blocks: *(if applicable)*	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*

Email 4A

Recipient

<New customer>

Subject line: Don’t lose your shine {{Firstname | default:love}}
Subject line 2: You left a little sparkle behind ✨

Preview line: Your diamonds are still shining and ready

COPY	REFERENCE IMAGE
Header Image: CTA: [Return to Cart] Your diamonds are waiting	*Insert image example*
Body: Wait {{First_name | default: a minute}}, you left behind that beautiful piece you picked out. When you hit return to cart, your items will be just as you left them. [‘Return to Cart’ button] Also consider joining our SMS list. You’ll get exclusive updates on deals, events, and more!	*Insert image example*

['Join Now' button] *Free shipping on all orders exceeding $1000*	
Product Blocks: *(if applicable)*	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*

Email 3B

Recipient

<New customer>

Subject line: Engagement rings crafted for quality, sized for you.
Subject line 2: Beautifully crafted rings sized just for you

Preview line: Confirm your size before you order. It's easy ✨

COPY	REFERENCE IMAGE

Header Image: The perfect ring needs a perfect fit	*Insert image example*
Body: The ring you chose is gorgeous! Let's make sure it fits perfectly. If you're unsure of your size, we'll send you a complimentary ring sizer. Just reply to this email and we'll take care of the rest.	*Insert image example*
Product Blocks: *(if applicable)*	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*

Email 3C

Recipient

<New customer>

Subject line: Ring sizing is easy with this free tool
Subject line 2: Know the size before you surprise.

Preview line: Reply now for your free ring sizer.

COPY	REFERENCE IMAGE
Header Image: Every detail matters	*Insert image example*
Body: Not sure what size to order? A ring sizer takes out all the guesswork. It measures exactly which size will feel comfortable and secure, so your ring fits perfectly the first time. You can get one from us free of charge as well. Just reply to this email and we'll send it right to you.	*Insert image example*
Product Blocks: *(if applicable)*	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*

Email 4B

Recipient

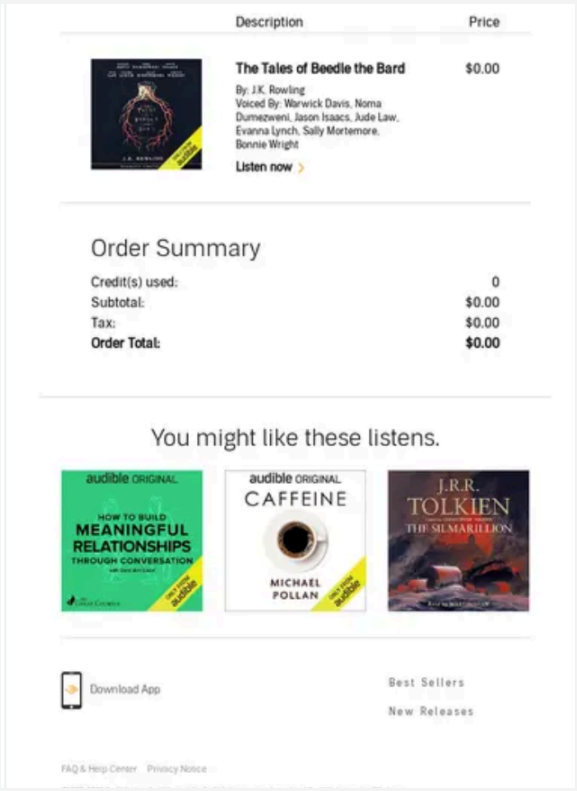
<New customer>

Subject line: You've got an eye for luxury
Subject line 2: That piece caught your eye for a reason

Preview line: A closer look might remind you why you loved the look

COPY	REFERENCE IMAGE
Header Image: CTA: [Return to Cart] You have stunning taste	*Insert image example*
Body: The diamond piece you picked out suits you so nicely. Don't let the opportunity to show off your luxurious style fade. [Return to Cart] *You may also like these* Classic Lab Tennis Bracelet Shimmering lab-grown diamonds are individually set within lustrous links, creating endless sparkle around the wrist.	*Insert image example*

Pear Bezel Bracelet Horizontal pear-shaped lab diamonds are bezel-set, showcasing their brilliance and contemporary elegance. Round Cut Tulip Basket Studs A slim quartet of prongs secures each precision-cut Princess diamond in an airy petal-shaped basket of solid gold. Your cart is exactly as you left it, making the checkout process quick and easy. [Return to Cart] *Free shipping on all orders exceeding $1000*	
Product Blocks: *(if applicable)*	Keep that "You may also like these" section lowkey and out of the way. Shouldn't come off as pushy. Just a friendly suggestion. As such (But a *tad* smaller):

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

Email 4C

Recipient

<New customer>

Subject line: About the jewelry you picked out
Subject line 2: Let's help you with this piece

Preview line: N/A - Plain Text

COPY	REFERENCE IMAGE
Header Image: N/A - Plain Text	*Insert image example*
Body: Hi {{First_Name | default:"there"}}, I wanted to personally reach out and thank you again for visiting Sagem. I noticed you looked at a piece, and I just wanted to make sure everything was going smoothly. If you have any questions regarding sizing, diamond options, or custom details, let us know here. You can simply reply to this email, and I'll get back to you personally. I'll leave a link for you to get back to your order as well: Return to Cart Thank you for considering Sagem, we truly appreciate it. Best, **Chris Latrobe** Founder, Sagem.co	*Insert image example*
Product Blocks:	*Insert image example*

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