

Email marketing scs png

Context: Street wear brand starting with the first collection. First item is this hat. What are your thoughts on this?

Small town kid hats.



1st email to try to sell the remaining stock:

Are you a small town kid who is trying to break out of that pattern?

We sure were. That's why we created these hats to showcase that we can all make it

At least if we try hard enough

Shop now the "small town kid" hats and wear it as you break the pattern of a "small town kid"

"Link to hat"

2nd email if people leave the hats in cart:

You know,

When we first started this "small town kid" collection we did it because we are the small town kids who made it out of that small town mentality and are moving forward to a greater future.

Think about the future and everything you want to accomplish. Make this hat your go to when you look in that mirror and think "I'm going to make it"

Join us in the war with ourselves

"Link to hat"

