Email 1: Ready to live in a poo odor free house?

Congratulate them on making the choice of getting the BrilliantPad and welcome them.

Direct them to the quick start guide and a link to your download app.

Close email with an upsell offer for roll subscription. (they're going to need to buy it eventually if they're using your product)

Email 2: Let the training games begin!

Hooray! The pad has landed. Give them a brief description of finding a good spot for the BrilliantPad then link them to the video if they prefer to just watch that.

Remind them to read the quick start guide and link it again if they haven't already done it from the first email.

Add a P.S Note at the end of the email to invite them to view training tips from other community members.

Email 3: How's the training going?

A quick follow-up email asking them if they're facing any difficulties with training their pet and a link to some resources which may be helpful.

Email 4: Success stories/Inspiration from other owners

Share with them what some of your other customers have to say about BrilliantPad and maybe their own struggles with training their pets.

Encourage new owners to reach out and ask questions. You're here to help them make this as easy as possible a transition for their pet.

As usual, close with a call to subscribe/reminder to buy the rolls. (if they only bought with the standard package and their rolls should be almost out then remind them)

Email 5: Resource Email

Send them a checklist and resources of pet potty training.

Offer a resource for every level they're at.

1. Resource for making the pet calm around BrilliantPad
2. Making the pet adapt to the BrilliantPad.
3. ….

Email 6: Ask for feedback.
They've had X amount of weeks with the device. How is their experience so far, what do they think could be improved or changed?

Find out how things are going with the training.

Email 7: Scheduled follow-up

Follow-up email for each customer when their rolls are due for refills. (in XX weeks) with an encouragement to subscribe and save cost.