

## March 2020 Promo

**Duration:** Feb 27 - March 18th

**Pricing - during promo:**

- Awesome (40%): \$35.88 (2.99/mo)
- Pro (50%): \$47.88 (3.99/mo)
- Pro + Adobe (40%): \$143.88 (11.99/mo) - add-on at \$96.00

**Promo codes:**

- **Sitewide:** MARCH2020
- **First email:** MARCH20
- **Second email:** 2020MARCH
- **Upgrade/Paid:** 20MARCH

**Communications:**

- **Campaign**
  - **Start:** Feb 27, 2020
  - **End:** Mar 18, 2020
- **Email**
  - Email 1 - Feb 27, 2020 (Day of the start of promo)
  - Email 2 - Mar 17, 2020 (24 hours before the end of promo - EST)
- **Facebook**
  - Start: Feb 27, 2020
  - End: Mar 18, 2020, End of day

**1. Home feed banner:**

**Header:** **Limited time:** Get up to 60% off your next 500px membership

**Body:**

500px members get access to features like Statistics so you can see how your photos perform over time, unlimited photo uploads so your only limit is your creativity, and a customizable Profile so you can put your best work forward.

On sale for a limited time!

**CTA:** Upgrade now

**Image:**

(Flip the image horizontally and extend the left side, so the girl in the photo is facing the text on the left side)

[https://500px.com/photo/146156577/Wove-x-Cube-by-Michael-ONeal?ctx\\_page=1&from=gallery&galleryPath=24e13fb62ae32b138032d123cb11403ffc0502021be788fad6f41f9c8998c46e&user\\_id=24086435](https://500px.com/photo/146156577/Wove-x-Cube-by-Michael-ONeal?ctx_page=1&from=gallery&galleryPath=24e13fb62ae32b138032d123cb11403ffc0502021be788fad6f41f9c8998c46e&user_id=24086435)

## 2. Upgrade page:

### Desktop

**Figma:** <https://www.figma.com/file/3Q08WTIUrUrILRgEGTGy5x/Promos?node-id=87%3A538>

### **Image:**

(Flip the image horizontally and extend the left side, so the girl in the photo is facing the text on the left

side)[https://500px.com/photo/251575829/Border-by-Maria-Svarbova?ctx\\_page=1&from=search&ctx\\_type=photos&ctx\\_q=251575829](https://500px.com/photo/251575829/Border-by-Maria-Svarbova?ctx_page=1&from=search&ctx_type=photos&ctx_q=251575829)

### **Header:**

Limited time sale: Get up to 60% off a 500px membership

### **Subheader:**

Members unlock features like Statistics, unlimited uploads, a customizable Profile, and more! Learn how your photography performs, get valuable feedback, and put your best work forward. Take advantage of this limited time sale today!

**CTA:** Upgrade now

### Mobile

### **Header:**

Limited time sale: Get up to 60% off a 500px membership

### **Subheader:**

Members unlock features like Statistics, unlimited uploads, a customizable Profile, and more! Learn how your photography performs, get valuable feedback, and put your best work forward. Take advantage of this limited time sale today!

**CTA:** Upgrade now

### **Image:**

(Flip the image horizontally and extend the left side, so the girl in the photo is facing the text on the left side)

[https://500px.com/photo/146156577/Wove-x-Cube-by-Michael-ONeal?ctx\\_page=1&from=gallery&galleryPath=24e13fb62ae32b138032d123cb11403ffc0502021be788fad6f41f9c8998c46e&user\\_id=24086435](https://500px.com/photo/146156577/Wove-x-Cube-by-Michael-ONeal?ctx_page=1&from=gallery&galleryPath=24e13fb62ae32b138032d123cb11403ffc0502021be788fad6f41f9c8998c46e&user_id=24086435)

See March Promo on Figma Page - Mobile concept

**Figma:** <https://www.figma.com/file/3Q08WTIUrUrILRgEGTGy5x/Winter-Promo?node-id=0%3A1>

### 3. Stats page copy

This feature is coming - track task here: <https://500pxinc.atlassian.net/browse/HELP-1117>

### 4. Email - promo starts:

#### **FREE USERS**

Email A: \$\$

**Subject:** Act now! Unlimited storage, Statistics & more for only \$35.88

**Preview Text:** For a limited time only, get your next 500px membership for as little as \$35.88!

#### **Main header:**

Unlimited storage, Statistics, & more  
Only \$35.88!

#### **Body:**

Store your portfolio on 500px with unlimited uploads, ad-free browsing, and Statistics so you can see how you're performing within the community. Connect and share your photos with over 15 million photographers worldwide.

**All for as low as \$35.88 this year**

[Upgrade now]

#### **Email B: % off**

**Subject:** Act now! Unlimited storage, Statistics & more for up to 50% off

**Preview Text:** For a limited time only, get your next 500px membership for up to 50% off

#### **Main header:**

Unlimited storage, Statistics, & more  
Save up to 50% off!

#### **Body:**

Store your portfolio on 500px with unlimited uploads, ad-free browsing, and Statistics so you can see how you're performing within the community. Connect and share your photos with over 15 million photographers worldwide.

**All for up to 50% off**

[Upgrade now]

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## **AWESOME USERS**

**Email A: \$\$**

**Subject:** Act now! Unlimited storage, Statistics & more for only \$35.88

**Preview Text:** For a limited time only, keep your 500px membership for as little as \$35.88!

**Main header:**

Unlimited storage, Statistics, & more  
Only \$35.88!

**Body:**

Store your portfolio on 500px with unlimited uploads, ad-free browsing, and Statistics so you can see how you're performing within the community. Connect and share your photos with over 15 million photographers worldwide.

**All for as low as \$35.88 this year**

[Upgrade now]

**Email B: % off**

**Subject:** Act now! Unlimited storage, Statistics & more for 40% off

**Preview Text:** For a limited time only, keep your 500px membership for 40% off

**Main header:**

Unlimited storage, Statistics, & more  
Save 40%!

**Body:**

Store your portfolio on 500px with unlimited uploads, ad-free browsing, and Statistics so you can see how you're performing within the community. Connect and share your photos with over 15 million photographers worldwide.

**All for 40% off**

[Upgrade now]

## **PRO USERS**

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**Email A: \$\$**

**Subject:** Act now! Unlimited storage, Statistics & more for only \$47.88

**Preview Text:** For a limited time only, keep your 500px membership for as little as \$47.88!

**Main header:**

Unlimited storage, Statistics, & more  
Only \$47.88!

**Body:**

Store your portfolio on 500px with unlimited uploads, ad-free browsing, and Statistics so you can see how you're performing within the community. Connect and share your photos with over 15 million photographers worldwide.

**All for as low as \$47.88 this year**

[Upgrade now]

**Email B: % off**

**Subject:** Act now! Unlimited storage, Statistics & more for 50% off

**Preview Text:** For a limited time only, keep your 500px membership for 50% off

**Main header:**

Unlimited storage, Statistics, & more  
Save 50%!

**Body:**

Store your portfolio on 500px with unlimited uploads, ad-free browsing, and Statistics so you can see how you're performing within the community. Connect and share your photos with over 15 million photographers worldwide.

**All for 50% off**

[Upgrade now]

## **Email #2 - Last Chance**

### **Free Users - Version A - Promote Pro (Up to 60% off)**

**Subject:** 24 hours left: Save up to 60% on a 500px membership!

**Preview Text:** Don't let this deal get away. Save up to 60% on a membership!

**Main header:**

Last Chance: Save up to 60%

**Body:**

Don't let this be the deal that got away!

Store your portfolio on 500px with a year of unlimited uploads, easy to use privacy settings, ad-free browsing, and Statistics so you can see how you're performing within the community.

**All for up to 60% off**

[Upgrade now]

### **Free Users - Version B - Promote Awesome (starting at \$2.99 per month)**

**Subject:** 24 hours left: A 500px membership, starting at only \$2.99

**Preview Text:** Don't let this deal get away. Get a 500px membership, starting at only \$2.99

**Main header:**

Last Chance: Memberships for only \$2.99 per month\*

**Body:**

Don't let this be the deal that got away!

Store your portfolio on 500px with a year of unlimited uploads, easy to use privacy settings, ad-free browsing, and Statistics so you can see how you're performing within the community.

**Starting at only \$2.99 per month\***

[Upgrade now]

\*Membership is billed annually. Promo is not valid on monthly payment plans.

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**\*\* Awesome & Free users are getting the same emails, but I'd like to see performance separately!\*\***

**Awesome Users - Version A - Promote Pro (Up to 60% off)**

**Subject:** 24 hours left: Save up to 60% on a 500px membership!

**Preview Text:** Don't let this deal get away. Save up to 60% on a membership!

**Main header:**

Last Chance: Save up to 60%

**Body:**

Don't let this be the deal that got away!

Store your portfolio on 500px with a year of unlimited uploads, easy to use privacy settings, ad-free browsing, and Statistics so you can see how you're performing within the community.

**All for up to 60% off**

[Upgrade now]

**Awesome Users - Version B - Promote Awesome (starting at \$2.99 per month)**

**Subject:** 24 hours left: A 500px membership, starting at only \$2.99

**Preview Text:** Don't let this deal get away. Get a 500px membership, starting at only \$2.99

**Main header:**

Last Chance: Memberships for only \$2.99 per month\*

**Body:**

Don't let this be the deal that got away!

Store your portfolio on 500px with a year of unlimited uploads, easy to use privacy settings, ad-free browsing, and Statistics so you can see how you're performing within the community.

**Starting at only \$2.99 per month\***

[Upgrade now]

\*Membership is billed annually. Promo is not valid on monthly payment plans.

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**Pro Users - Version A - High % off (Up to 60% off)**

**Subject:** 24 hours left: Your next 500px membership, up to 60% off

**Preview Text:** Don't let this deal get away. Save up to 60% on your next membership!

**Main header:**

Last Chance: Save up to 60%

**Body:**

Don't let this be the deal that got away!

Store your portfolio on 500px with a year of unlimited uploads, easy to use privacy settings, ad-free browsing, and Statistics so you can see how you're performing within the community.

**All for up to 60% off**

[Upgrade now]

**Pro Users - Version B - Low \$ (starting at \$3.99 per month)**

**Subject:** 24 hours left: Your next 500px membership, only \$3.99

**Preview Text:** Don't let this deal get away. Keep your 500px membership for only \$3.99

**Main header:**

Last Chance: Your membership for only \$3.99 per month\*

**Body:**

Don't let this be the deal that got away!

Store your portfolio on 500px with a year of unlimited uploads, easy to use privacy settings, ad-free browsing, and Statistics so you can see how you're performing within the community.

**Only \$3.99 per month\***

[Upgrade now]

\*Membership is billed annually. Promo is not valid on monthly payment plans.

**5. In-app copy**

Subject 1: Limited time: Up to 60% off!

Copy 1: Members get access to Statistics, unlimited uploads, and more!

Link to: Upgrade page

Subject 2: Save on a 500px membership!

Copy 2: Get up to 60% off and unlock Statistics, unlimited uploads, and more!

Link to: Upgrade page