

Hello Allan,

I was browsing your website and the itineraries that you sell and I had an idea to increase engagement with people who have viewed your website.

An opt-in page or pop-up could allow someone to enter their email address and a simple email sequence could allow more opportunities to market to a customer and sell more itineraries. Below I have included an example of a first email wherein customers that opt-in are provided a 20 percent discount on their first purchase.

I have more ideas that could foster further engagement with the users of your website, and I would love to discuss them on a Zoom call. Is there any time that would work within the next week?

Best regards,

(my name)

Here is the first email:

Subject Line: Here is your 20 percent off discount code!

Hello (name),

I am so glad that you have signed up to my email list!

As promised, here is the code for 20 percent off your first order:

(Discount Code)

I hope my itineraries allow you to have as much fun as I do on my trips.

There is something truly special about seeing all of the spectacular places that our world has to offer.

Be on the lookout for tomorrow's email in which I will share a little more about myself and the secret as to what inspires me to travel all across the world!

-Allan Su