

Malbon Welcome Email – Rewritten for Stronger Engagement

Original

"Welcome to Malbon. Our mission is simple, to make the green the common ground."

[discount code + image blocks]

Rewritten

Subject Line: *Welcome to the Clubhouse*

Header: *This isn't your dad's pro shop*

Body:

You just joined a different kind of golf brand—where old-school tradition meets streetwear swagger.

We're here to help you look good, swing hard, and redefine the game.

Use code **WELCOME15** for 15% off your first order.

[CTA Button: Start Browsing]

Written by Ian Bowen — Clubhouse Clicks

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