

Email - Welcome Series

(Sent to recipients who enter their email into the website popup)

Email 1

Subject Line: Hi, we're FINK

Preview Text: Taste the drink that matches your worth...

****HEADER IMAGE****

Header, Subheadline (if needed), Body Copy

Hi <NAME>, Welcome to FINK!

This could possibly be the most healthy decision of your life - thank you for subscribing to our newsletter.

Over the next few weeks, our team will be emailing you amazing news and tips on our product and news on exclusive giveaways and promotions we are offering to you!

Subheadline, Body Copy

Finally, a Healthy Beverage With Zero Additives

FINK was developed by creatives for creatives. We understand that creative professionals must maintain focus and clarity for hours on end. The constant demand for creative thinking does not stop when a creative runs out of steam. Creatives are expected to effortlessly deliver high-quality results with little downtime. In a world full of unhealthy soft drinks and stimulants, FINK provides a much-needed gateway to enable creatives to operate at full capacity without harming their bodies in the process. FINK provides long-term focus without the rush or crash that so often comes with unhealthy soft drinks.

FINK offers you a healthy experience with no unnecessary (and potentially harmful) additives.

Just for choosing to check us out, we are giving you a whopping 20% discount on your first ORDER!

CTA: Pick Your Flavor & Order Now

Email 2

Subject Line: What if actually there was a drink with zero sugar?

Preview Text: Finally, your sugar-free beverage that actually tastes good!

****HEADER IMAGE****

Headline, Subheadline (if needed), Body Copy

We know you have been searching for a drink you can rely on for sustainable energy while you work without having to 'crash' midway through your work.

We developed exactly that for you. (*Italics*)

How We Do It (Subheadline)

By creatively extracting the antioxidants from superfruits, we're able to infuse them into each FINK beverage which naturally helps boost your immunity, digestion, improve brain health, and help your body fight against the oxidative stress caused by modern life.

CTA: Pick Your Flavor Now

****PRODUCTS****

****REVIEWS****

CTA: Pick Your Flavor Now

Email 3

Subject Line: Your favorite sugar-free beverage is on Instagram

Preview Text: Finally, a healthy beverage with zero additives

****HEADER IMAGE****

Headline, Subheadline (if needed), Body Copy

Yes, your favorite sugar-free beverage is on Instagram: Click Here to Follow us Today! <CODE>

You will be enjoying our updates alongside thousands of others like you across the U.K. and the world who have chosen healthier lifestyles by choosing FINK. Our drink is not just sugar-free, but also is crafted to give you sustainable energy while you work like nothing you have tasted before!

With FINK, your busy days at work will have no downtime at all!

****SOCIAL MEDIA IMAGES****

Become Part of an Environmentally-conscious Community (SUBHEADLINE)

At FINK, our mission is to pursue perfection and safeguard our future through high-quality sustainable products. To support the local community, all our fruits are sourced locally and 100% of the cans we use to package FINK are recyclable.

This means with every sip you take of your favorite FINK drink, you are helping reduce the global carbon print.

CTA: Explore our flavors

Email - Abandoned Cart
(sent to recipients who have added products to cart but did not checkout)

Email 1

Subject Line: Don't forget about that cart...

Preview Text: Your cart is intact and we're holding it for the next 48 hours

Header, Subheadline (if needed), Body Copy

Hi <NAME>,

It looks like you left a full shopping cart behind at FINK.

We're holding onto your order for the next 48 hours, so come back soon and check out this revolutionary drink that helps you think and live a healthier life without effort.

Now is the time to try a drink that gives you the energy you need while working so that you can maintain focus and clarity for hours on end - without crashing. It's time for a new healthy experience that your body actually appreciates.

Our AMAZING new drink has created quite a buzz, and we're bombarded with new orders (we're working on it!), so you'll want to move fast before you miss out.

****PRODUCT****

CTA: Complete My Order Now

Email 2

Subject Line: Your cart is waiting...

Preview Text: Don't forget your FINK order!

Header, Subheadline (if needed), Body Copy

<NAME>,

We noticed that you left items on your cart. If you choose to check out now, we are giving you a 15% discount on whatever is on that cart. This offer is only valid you check out now.

Imagine how much you could save, and all the benefits you are getting with our amazing drink!

****PRODUCT****

CTA: Return to Cart, 15% Off

****CUSTOMER REVIEWS****

CTA: Return to Cart, 15% Off

Email 3

Subject Line: Discount goes away in 24 hours

Preview Text: Time to take action on your discount...

Header, Subheadline (if needed), Body Copy

Hi <NAME>, we just wanted to let you know that your 15% discount expires in 24 hours.

We;d be sad to see your loose this discount, as we know the benefits of having your favorite FINK drink - you won't have those low energy days, or have to settle for less fine drink - with FINK you are getting a drink crafted to perfection to make sure you are fully energized to go about your busy day!

We feel that it's your chance to try FINK...

**** PRODUCT****

CTA: Return to Cart Now