

*Free Gift*  
FOR YOU!

epic design labs

10

*Email  
Marketing  
Templates*

[www.epicdesignlabs.com](http://www.epicdesignlabs.com)  
[info@epicdesignlabs.com](mailto:info@epicdesignlabs.com)

# EMAIL MARKETING ISN'T DEAD!

You've probably read that email is dead, or a more optimistic tout, that it's dying. This statement has been floating around for a long time and it can't be further from the truth!

While email isn't a new marketing tactic, there have been changes in the past 10 years. Gone are the days of "blasting" your email list with impersonal junk. Today marketing automation can solve that problem, but it takes some pre-planning.

Part of that planning should involve a few email templates that you can employ during key parts of the customer journey.

Here are a few email types that we find most companies can improve their sales & grown their email list.

- *Abandoned Cart*
- *Abandoned Cart w/discount*
- *Newsletter Subscription*
- *Survey Request*



**We've started the process for you!**

**In the following pages you'll find 10 templates that you can simply copy/paste the text into your marketing templates!**

**The templates are grouped into these categories:**

**ABANDONED  
CART**

**70%**  
carts go  
abandoned

**SURVEY  
REQUEST**

**15%**  
recover  
lost sales

**NEWSLETTER  
SUBSCRIPTION**

**80%**  
subscribers  
visit longer

# FREE EMAIL TEMPLATES FOR YOU!

GROW YOUR  
BUSINESS  
with  
email

Starting on the next page, you'll find 10 free email templates that are grouped into the 3 categories that we see most companies can increase their sales and lead base.

## TEMPLATE CATEGORIES

- Abandoned Cart with Discount
- Abandoned Cart without Discount
- Survey Request
- Newsletter Subscription

NEED HELP WITH  
YOUR MARKETING?

Call us and we'll give you a  
*FREE* website audit to help you  
plan REAL marketing tactics  
around your current business  
needs.

(503)-536-7350

# EMAIL TEMPLATES

## ABANDONED CART

### Abandoning Cart Visitors – w/ cta discount

**Template #1:** Potential Customer Ran Out of Time

**[Headline]** Hey There! Did You Run Out of Time?

**[Copy]** How about we send you a 15% discount code so you can finish your purchase later today? Enter your email below to get the discount. (This won't be the last time you get a great discount on your favorite items.)

**[Input Fields]** Enter Email

**[CTA]** Get My Discount Now



### Template # 2: Was the Price Was Too High

**[Headline]** We Have Something For You - Don't Leave Just Yet!

**[Copy]** Want to save 20% on your purchase today? Your items are already in your basket, so all there's left to do is use the discount code (we'll send it to your email).

Enter your email below and use your discount code today.

**[Input Field]** Enter Email

**[CTA]:** Send My Discount Now

# EMAIL TEMPLATES

## ABANDONED CART

**Abandoning Cart Visitors – w/ cta to chat or call**

**Template #3:** Start Live Chat to talk about product

**[Headline]** Oops! You Forgot Something...

**[Copy]** Looks like you left some items in your basket. Do you have any questions about these items? If so, click the button below to chat with me and I'll answer any questions you might have.

**[CTA]** Start Live Chat



**Template #4: Potential Customer Wants a Call Back**

**[Headline]** Want to Chat?

**[Copy]** Wait! Don't leave yet! You're about to leave and you still have items in your basket. What's stopping you from getting your hands on these items? Enter your number below and I'll answer any questions you might have.

**[Input Field]** Enter Phone Number

**[CTA]** Call Me

# EMAIL TEMPLATES

## SURVEY REQUEST

### Template #5

**[Headline]** Quick Question for You...

**[Copy]** We're always trying to create the best experience for our visitors on our site, so I would be SO happy if you could answer four simple questions for me? We'll even throw in a 20% discount coupon in exchange for your time. What do you say?

**[CTA] Button** - I Want to Help (routes to survey)



### Template #6

**[Headline]** Get 20% Off Your Next Purchase

**[Copy]** Hey there! Could you answer four quick questions to help us make your experience on our site much better? In return, we'll give you a 20% discount on your next purchase. It won't take more than 5 minutes, and your answer will help us immensely.

**[CTA] Button** - Answer Questions and Get Discount (routes to survey)



### Template #7

**[Headline]** We Hope You Love Your New [Product]!

**[Copy]** Thank you so much for shopping with us today! Would you mind rating your experience? It will help us improve the user experience on our site. We'll even offer you a 20% discount on your next purchase. Thank you!

**[Textbox]** Please add a few comments to your rating. Thanks.

**[CTA] Button** - Send Response and Close (routes to survey)

# EMAIL TEMPLATES

## NEWSLETTER SUBSCRIPTION

**Template #8:** Traveling Newsletter

**Headline:** Surprise! New Adventures are Coming

**[Copy]** I hope you didn't spill your coffee! Do you want to be the first to know about new trips, deals, and initiatives? Sign up for our newsletter and your coffee breaks will get a lot more interesting.

**[CTA]** Yes! I Want the Deals!

**[Input Field]** Enter Email Address



**Template #9**

**[Headline]** Didn't Find What You Were Looking For?

**[Copy]** Get notified about our new products & discounts! Come in and never miss a sale again. You'll be the first to know when new items arrive with members-only discounts.

**[CTA]** I Want to Know!

**[Input Field]** Enter Email Address



**Template #10**

**[Headline]** Hey! Before You Leave...

**[Copy]** Want insider secrets from leading experts? Join our [company] family and get access to proven strategies for e-commerce.

**[CTA]** Get the Insights

**[Input Field]** Enter Email Address