



afterpay day

August 18-21

# Promotional email copy.

**If you're participating in Afterpay Day and want some inspiration to promote the event to your customers, we've put together two sets of email copy that you can use to build your emails.**

The first email is all about the hype phase, so you can get customers excited about shopping, and help them discover new products and promotions.

The second email is best sent on the first day of the Afterpay Day, so you can convert those customers by driving them to your website or in-store!

Both emails have used example visuals from our exclusive Afterpay Day email banners, which you can download from the toolkit. Enjoy!

Thanks,  
The Afterpay Team

## Hype email

**SUBJECT LINE:** Get ready to seize the deals <First name>!

**PRE-HEADER:** See what the hype is all about.

**HEADLINE:** Here's a sneak peak of what you can expect.



## BODY COPY:

Hi <Firstname>,

This year's Afterpay Day is shaping up to be the biggest yet. This four-day mega event promises to surprise and delight, and we want you to be the first to know what's coming.

Here are just a few of the amazing offers we've got lined up for you.  
<Look to feature 3 – 4 deals. Include pictures if possible. If you only have one deal, like BOGOF or 25% off storewide, still look to feature 3 – 4 images that the offer applies to.>

Don't miss your chance to be a part of something big. It all kicks off this Thursday 18th August.

**CTA:** Set yourself a reminder

## Day of

**SUBJECT LINE:** <First name> are you ready to seize some incredible deals?

**PRE-HEADER:** Afterpay Day has arrived!

**HEADLINE:** Grab your cart and carte diem.



## BODY COPY:

Hi <Firstname>,

It's time to get your shop on. Over the next four days, we'll be dropping new deals like there's no tomorrow. But you have to be quick - they won't last.

Today's hottest offers!

<Look to feature 3 – 4 deals. Include pictures if possible. If you only have one deal, like BOGOF or 25% off storewide, still look to feature 3 – 4 images that the offer applies to.>

We'll be adding new deals regularly. Make sure you visit our website each day so you don't miss out.

**CTA:** Shop now!

## By vertical

**Want to mix things up and get specific to your vertical? We've included some suggested changes you can add throughout your emails.**

### **Fashion**

- Why not change the headline to "Deals that you can hang your hat on."
- Try updating your body copy to "Here are just a few of the amazing fashion offers to try on for size." or "We'll be dropping new deals like they're going out of fashion."

### **Homewares**

- Why not change the headline to "Deals that you can sweep the floor with."
- Try updating your body copy to "Here are just a few of the amazing homeware offers under the spotlight."

### **Health, Beauty & Wellness**

- Why not change the headline to "Deals that are a thing of beauty."
- Try updating your body copy to "Here are just a few of the amazing health, beauty & wellness offers we've whipped into shape for you."

### **Food & Beverage**

- Why not change the headline to "Deals that are as sweet as honey."
- Try updating your body copy to "Here are just a few of the amazing food & beverage offers we've cooked up for you."