

## BACK TO SCHOOL EMAILS

### ***Back to School Email 1: Big Kids***

**Subject:** Back to school isn't just for kids...

Hey [*Customer's First Name*],

Listen, we get it--kids are enjoying all the back-to-school attention right now. But, we're here to say that big kids deserve some love, too.

We're making [*Your Product*] available for [*X%*] off all month long.

But you have to hurry. This deal won't last.

So, shop by [*Offer Deadline*] to make this back-to-school season yours.

[CTA]

[*Your Name*]

[*Your Company Name*]



## ***Back to School Email 2: Creativity!***

**Subject:** Unlock your creativity

Hey [*Customer's First Name*],

We don't have the science to back it up (at least, not yet), but some customers tell us that [*Experiencing Your Product's Benefits*] helps unlock creativity.

Who are we to say otherwise?

If you'd like to find out, we're making it easier with a sweet, sweet deal.

Take [*X%*] off your order when you purchase by [*Offer Deadline*].

**[CTA]**

[*Your Name*]

[*Your Company Name*]



## ***Back to School Email 3: Classroom***

**Subject:** Class is now in session

Hey [*Customer's First Name*],

Pencils, notebooks, and binders. Class is now in session, and we don't want you to sweat a thing.

With [*Your Product*], you can relax knowing that you'll be [*Experiencing Big Win*].

Take advantage of our back-to-school special and save [*X%*] on any [*Your Product*] purchase.

But you have to act fast—the class bell rings on this deal on [*Offer Deadline*].

[**CTA**]

[*Your Name*]

[*Your Company Name*]