



Drip Email Marketing Ideas and Examples

December 6, 2010

The following pages contain screen shots of recently used email templates created for/by Web 2 Market clients. There's no limit to what you can do with the data integration between AbleCommerce and email marketing. The goal is to send custom, targeted messages to your clients. By doing that, you'll build brand awareness, a positive attitude towards your mailings, and of course – sales!

Want more ideas? Here's a few:

- 30 day follow up
- Product review request
- Special offer for customers order more than \$xx within the last six months
- Scheduled follow up for customers who have purchased consumable products
- Holiday campaigns

What can you think of? Give us a call to discuss what's possible.

1. Featured products sent monthly

Our Two Scents
NEWSLETTER

Wellington
FRAGRANCE COMPANY

#1
ONLINE SHOP

PRICES GOOD THROUGH OCTOBER 31, 2010

10% OFF!
USE COUPON CODE:
OCT2010

Foaming Milk Bath
BUY NOW!

Lavender Essential Oil 40/42
BUY NOW!

Exfoliating Cream
BUY NOW!

CLOSE-OUT SPECIAL
50% OFF ALL SCENTED

2. Abandoned basket follow up overnight



Thank you {{{first_name}}} for visiting accuquilt.com. We've noticed you've left some items in your shopping cart. We have saved your items in your cart to make it quick and easy for you to complete your purchase.

Complete your purchase right now and take advantage of all the great savings in our Black Friday Sale, running now through Nov. 29.

Thank you for shopping with us!

[Complete My Order »](#)

Please log-in to accuquilt.com to access your shopping cart and complete your order.

If you are having trouble with your purchase decision, we can help!

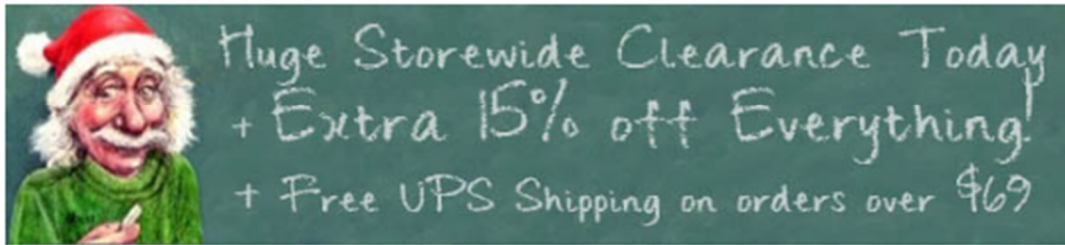
Call or E-mail Us – 888.258.7913 | info@accuquilt.com

Our Client Support Team is available to assist you Monday – Friday, 8 a.m. – 5 p.m. CST



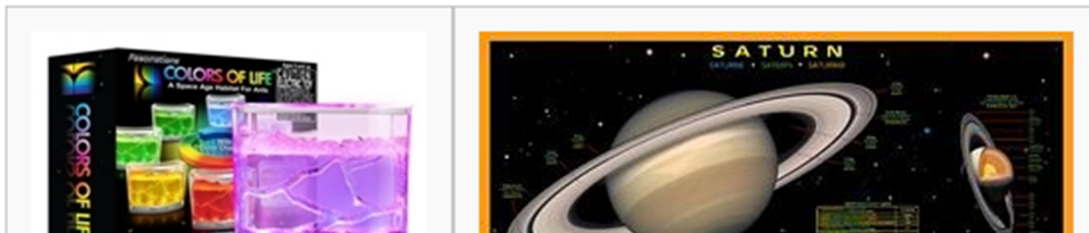
3. A special offer

StoreforKnowledge.com Cyber Monday Deals



Take Advantage of our Super Cyber Monday Deals!

For a limited time we are offering a Huge Storewide Clearance for an extra **15% Off** everything you buy along with **FREE UPS Ground Shipping** for orders over \$69!



4. A monthly newsletter

This email was sent to: {{{email_address}}} because at some time in the past you registered on the KingNut.com site. If you no longer wish to receive email from us, [click here](#) to unsubscribe.

Welcome to the King Nut E-Newsletter

November 29, 2010

> MONTHLY SPECIALS



Mountain Mix -
38 oz. bag
\$6.77



December 2010 Newsletter

The month of December is filled with tradition and celebrations. Whether you celebrate Chanukah, Christmas or Kwanza you will be surrounded by family, friends and loved ones embracing the wonder and spirit of this holiday season.



Having a get together or going to a party? We have the perfect party snack mix. **Mountain Mix**, a delightful blend of sweet and salty to satisfy both tastes consisting of Peanuts, Almonds, Cashews, Raisins and Candy Coated Chocolate Buttons. A huge 38 oz. bag priced right at \$6.77.

5. A monthly new product list



New Product for 2010

STOCK #	SC	DESCRIPTION	H List	
			RETAIL	AVAILABLE
FG90-0342		IH Oil Can Bank Hy-Tran	\$13.99	July 2010
FG49-0226	25	Chevy pickup '68 Case Parts & Service	\$35.99	August 2010
AR01004	32	Bethould Sprayer Tenor 55-60 pull type	\$74.99	2009
ERT42608	32	CI Magnum 335 MFD European Version	\$41.99	June 2010
ERT42609	32	CI Puma 225 CVX MFD European Version	\$41.99	June 2010
ERT42610	32	CI Steiger 535 4WD European Version	\$49.99	June 2010
ERT42330	32	CI STX-535 Quad Trac European Version	\$69.99	May 2010
WKG773-06	32	Deutz-Fahr Agrotion TTV-630 High Detail	\$79.99	June 2010
SCH07638	32	Fendt 211 Vario MFD	\$69.99	May 2010
WKG773-07	32	Fendt 828 Vario MFD High Detail	\$79.99	June 2010
AR01011	32	Fiat 620 w/ROPS and Canopy	\$41.99	June 2009
ERT42588	32	JD 8295R MFD European Version	\$41.99	2010
SK6772	32	JD 8345R MFD Remote Control w/charger	\$299.99	December 2010
ERT42598	32	JD 8345RT Track Tractor European Version	\$39.99	May 2010
SK4061	32	JD Log Forwarder	\$79.99	December 2010
AD04000	32	Kubota M2050 MLC 1.800 40	\$50.00	2010

6. Follow up on customers xx days after placing an order



How would you like to **WIN a **FREE** pair of Spira® shoes?**

How about a FREE pair of Spira® shoes for you and 10 of your friends? We're giving you that chance, keep reading!

Dear {{{first_name}}},

Over the years, it has been customers like you who have helped us grow this tiny family-owned business into a true contender in the footwear industry. Our strongest form of marketing has been word-of-mouth, spread by each of you! With your help, we are expanding that effort to spread the word about Spira online.

7. Follow up on customers who haven't ordered in xxx days



Dogs Cats Special Offers Heartworm Flea & Tick Prescription

Long time no see, come back to The Petango Store today for big savings!

Ever been away from your pet a little too long, and you miss them? That's how we feel about you as a valued [Petango Store](#) customer. We'd like to see you back again, so we're offering you \$10* towards your next purchase of high quality, low cost pet medications and supplies.

Choose from Frontline, Advantage, Heartgard, and other pet medications. Shop for pet toys, treats, chews, leashes, collars, carriers, and so much more! Use coupon code **SEEYOU14** to get \$10 off your next order!

Visit www.thepetangostore.com and use coupon code **SEEYOU14** to save \$10

Come back to the Petango Store Today...and SAVE!

Why shop at The Petango Store? Low prices your dog will "woof" about, a product selection that's the "cat's meow", and customer service that's so good your pet would compare it to a "good belly rub". And because we care so much about our furry friends, The Petango Store will make a donation to your local animal shelter for every purchase you make!

Love Pets. Live Pets. Petango Pets.