



afterpay ↻ day

August 17-20

# 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.**

The first email is all about the hype phase, so you can get customers excited about the drops, 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



**SUBJECT LINE:** <First name> don't miss the drop!

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

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



**BODY COPY:**

Hi <Firstname>,

Afterpay Day is about to drop. Join us in celebrating this huge sales moment where prices, deals and jaws will drop.

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.>

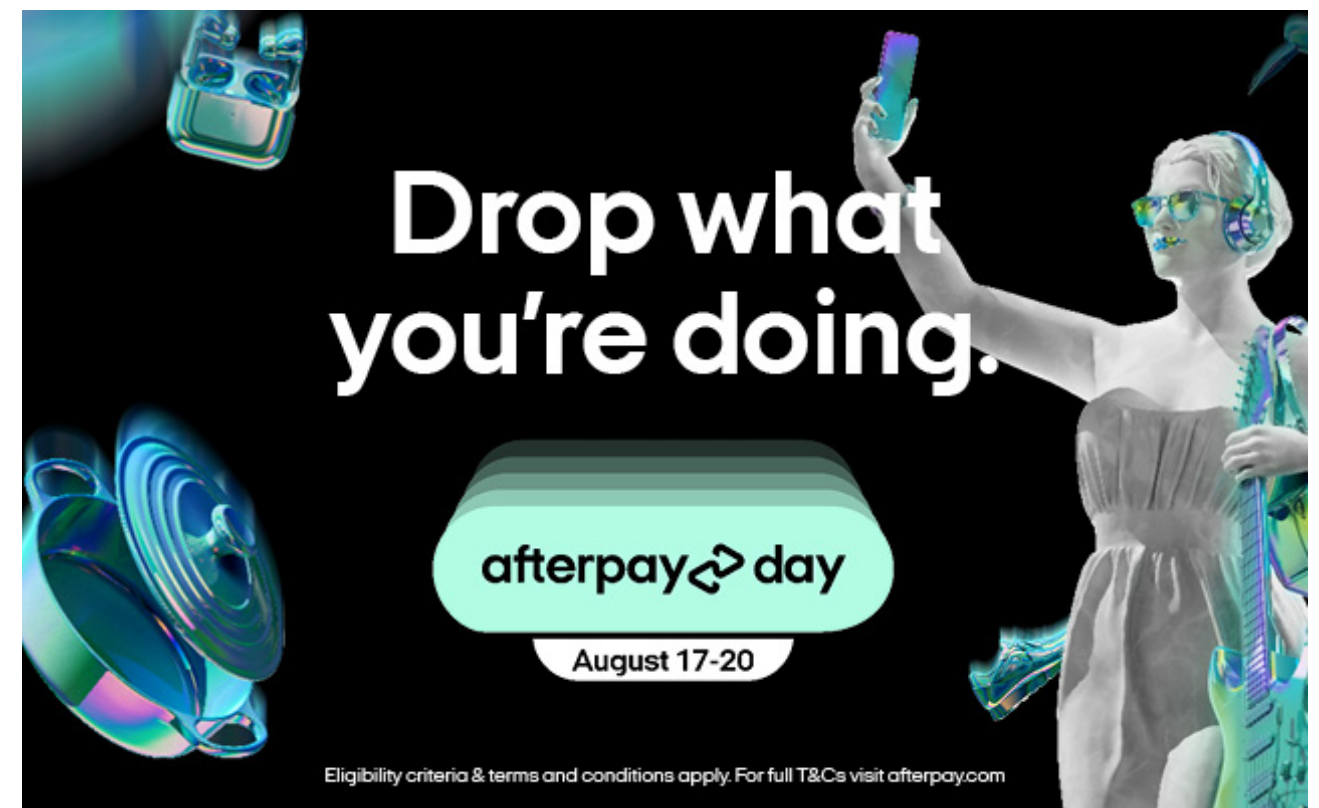
Don't miss your chance to be a part of something big. It all kicks off this Thursday 17th August.

**CTA:** Put it in your calendar.

**SUBJECT LINE:** <First name> drop what you're doing.

**PRE-HEADER:** Afterpay Day is here!

**HEADLINE:** Don't miss this drop.



**BODY COPY:**

Hi <Firstname>,

Drop what you're doing. Afterpay Day is here.

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.>

**CTA:** Shop now!



**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."

