



Promotional email copy.

If you're participating in the Support Small Sale 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 Support Small Sale, so you can convert those customers by driving them to your website or in-store!

Both emails have used example visuals from our exclusive Support Small Sale email banners, which you can download [here](#). Enjoy!

Thanks,
The Afterpay Team

Hype email

SUBJECT LINE: Get ready to shop deals that hit different, <Firstname>

PRE-HEADER: Support Small Sale is almost here.

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



BODY COPY:

Hi <Firstname>,

This year's Support Small weekend promises to deliver fits, finds, service and craft that hit different 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.>

Show your support. Shop big with small business and make a difference you can feel good about. It all kicks off this Friday 22nd July!

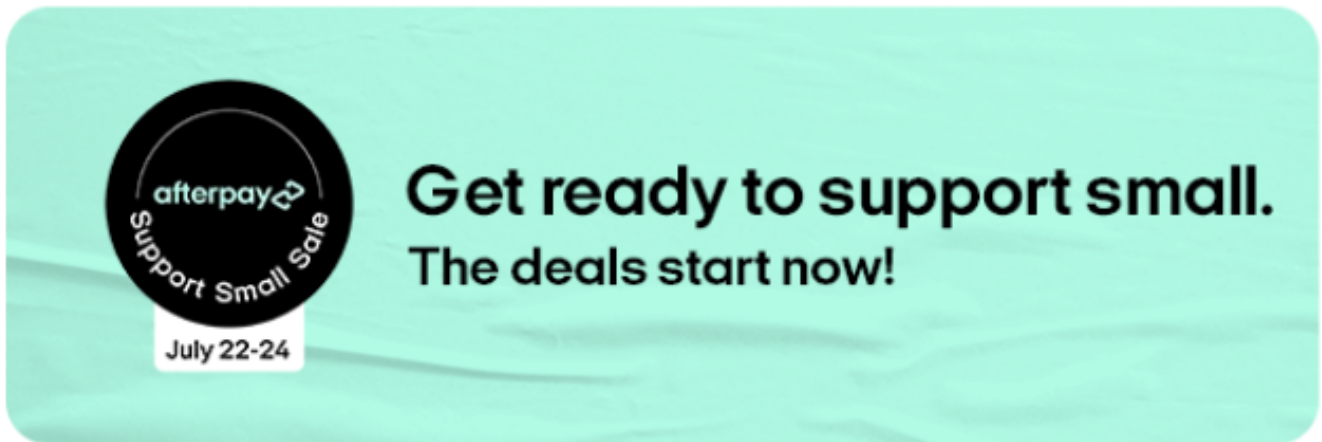
CTA: Set yourself a reminder

Day of

SUBJECT LINE: Are you ready for some massive deals, <Firstname>

PRE-HEADER: Support Small Sale has arrived.

HEADLINE: We've got the finds that hit different.



BODY COPY:

Hi <Firstname>,

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

<Today's hottest offers>

<Look to feature your best deal/s for day one to get your readers excited and to click on the Shop now button. Include pictures if possible. If you only have one deal, like BOGOF or 25% off storewide, still look to feature 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: Set yourself a reminder

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."

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."