

A sale or limited offer

Use only for a real offer. State the current price, dates, inclusions and important conditions. Do not invent a usual price or a countdown.

Subject line

[Offer] is available until [date]

Email template

Hi [first name],

If you need [customer need], our [product/service] can help you [practical benefit].

Until [date and time], [exact offer and price, with GST treatment]. You get [inclusions]. [Important limits or separate costs].

See the details and choose what suits you: [direct link].

[Name / Business]

Social caption

Need [customer need]? [Product/service] gives you [specific benefit]. [Exact offer, price and GST treatment]. Available until [date/time], subject to [key conditions]. See the details: [link].

Before you send

Keep the offer and deadline identical on the page, email and social post.

Replace every bracketed field. Promotional emails need an appropriate consent basis, sender identity, contact details and a working unsubscribe option. Honour requests to stop.

A product or service launch

Explain the customer need first. Be precise about what is ready to buy and what the customer receives.

Subject line

New: [product] for [customer need]

Email template

Hi [first name],

We have introduced [product/service] to help [customer] with [need].

It includes [two or three deliverables]. It is a useful fit if you [situation]. The price is [price and GST treatment], with [important timing/conditions].

Find the full details here: [direct link].

[Name / Business]

Social caption

Introducing [product/service]. Built for [customer] who needs [job done]. You get [key inclusions] for [price and GST treatment]. Find out more: [link].

Before you send

Use one clear photo or example. Label an illustrative mockup so it is not mistaken for finished customer work.

Replace every bracketed field. Promotional emails need an appropriate consent basis, sender identity, contact details and a working unsubscribe option. Honour requests to stop.

A customer reactivation message

Contact only people you have an appropriate basis to email. Make the message relevant to their previous purchase. Do not add them to a new marketing list automatically.

Subject line

Need a hand with [relevant task]?

Email template

Hi [first name],

You previously chose [product/service]. If [related need] is on your list, we can help with [relevant offer].

[One useful tip they can use themselves].

If you would like us to do the work, here is what is included: [direct link].

[Name / Business]

Social caption

Already using [product/service]? A useful next step is [practical tip]. If you want help with [related need], you can see [relevant offer] here: [link].

Before you send

Remove the previous-purchase reference if you cannot verify it. Do not imply a personal relationship that does not exist.

Replace every bracketed field. Promotional emails need an appropriate consent basis, sender identity, contact details and a working unsubscribe option. Honour requests to stop.

A referral request

Ask without pressure. Get permission before sharing a customer name, contact detail or testimonial. If there is an incentive, state its terms clearly.

Subject line

Know someone who needs [help]?

Email template

Hi [first name],

Thank you for choosing [business] for [verified work].

If you know someone who needs [specific help], you are welcome to pass on this link: [link]. They can see what is included and contact us directly.

There is no obligation. Thanks for your support.

[Name / Business]

Social caption

Know a business that needs [specific help]? Share this post or pass on [link]. They can see what is included and decide whether it is right for them. Thanks for helping a local business get noticed.

Before you send

Let the other person choose to contact you. Do not ask for a friend's private details without their permission.

Replace every bracketed field. Promotional emails need an appropriate consent basis, sender identity, contact details and a working unsubscribe option. Honour requests to stop.

Want the creative made for you? See Social Content Pack: stanleystore.co/shop/socialcontentpack/. Separate paid service.