

Email #1

Objective: Welcome the member to the club and highlight the club's benefits and next steps.

Subject line: Welcome to Firstleaf, [member name] !

Preview text: Get familiar with your membership so we can get familiar with you.

Headline:

We can't wait to meet you!

Body copy:

THANK YOU for choosing Firstleaf and WELCOME to the Firstleaf Wine Club!

We're so excited to learn about your tastes and pair you with wines uniquely tailored to your story.

But first, allow us to introduce you to your membership benefits:

Complete customization

Edit and update your preferences with each shipment so we can refine your bottles and pair you with your perfect wine matches.

Change of plans?

Need to cancel, pause your subscription, change your shipping date or switch your selections?
We've got you covered with easy, flexible options.

Did someone say discounts?

Each club shipment comes down to \$13/bottle, that's 60% off retail! Plus, you'll receive discounted club pricing on a la carte orders online, no matter which wines you choose.

Your own personal concierge

As a Firstleaf Wine Club member, you'll have access to our exclusive Wine Concierge team. Our experts are here to guide your selections, discuss your preferences, match wines with your profile and recommend exquisite pairings.

Sharing really is caring

After your first box, each friend you refer to Firstleaf can help you earn \$40 in store credit. Trust us, your friends will thank you too.

Our 100% satisfaction guarantee

Not completely loving a wine you receive? No hard feelings. Contact customer service to get a full credit applied to your account. We'll use this feedback to make your next box even more perfect.

CTA:

Excited about your membership benefits? We are too!

Take the next steps to get the most out of your membership:

- Configure your club preferences
- Rate your first box of wines (as a thank you, we'll give you a \$10 store credit)
- Customize your next shipment
- Refer your friends + claim your rewards

(Pssst. Don't forget- you'll receive an additional \$30 in savings on your next TWO club orders from your introductory offer)

Email #2

Objective: Get started and personalize your settings with an emphasis on shipment flexibility and club benefits.

Subject line: Ready to meet your perfectly curated wines?

Preview text: It's time to customize your Firstleaf membership.

Headline:

Let's get personal

Body copy:

Getting started with your Firstleaf account can help us understand your preferences so you receive the perfect wines at the perfect time.

Here's how to get started:

- 1. Update your club preferences**

Order frequency: Do you want to receive a shipment once a month, every other month or every three months?

Order quantity: Do you want 6 or 12 bottles per shipment? (This includes two bottles of each wine and free shipping!)

Wine selection: Are you more of a red wine drinker? Is white wine more your style? Or maybe rosé and sparkling floats your boat? Do you have a favorite region? Tell us so we can hand-pick your new best friends.

2. Update your billing information

Add or update your billing information for hiccup-free order processing.

3. Update your shipping addresses

Update your shipping address to make sure your order arrives on the right doorstep.

Not around to grab your box? Take advantage of our Hold at Location feature for flexible delivery options.

CTA:

Log into your Firstleaf account to personalize your settings so we can get started on your first batch of wine matches.

Then, relax. Your first shipment is on it's way. Want to learn while you wait? Check out our [Wine School](#) for an inside peek into the world of wine.

Questions? Our member experience team is available 7 days a week from 9am-8pm ET. Reach us at service@firstleaf.club or 1-800-461-7203.

Email #3

Objective: This is received 2 weeks in and is a prompt to begin rating your wines. We should emphasize the \$10 credit they receive and the 98% accuracy rate after rating just 3 bottles.

Subject line: So, how'd we do?

Preview text: It's time to rate your Firstleaf Wine Club box!

Headline:

Just like good wine- our recommendations get better with age (and ratings!)

Body copy:

How exact is our science?

After rating just 3 bottles, our accuracy rating reaches 98%. With each rating, we learn more about your tastes, helping us perfect the art of predicting wines you'll love.

We love sending you wines you're destined to fall for. As a thank you for telling us about your tastes, we'll give you a **\$10 credit** toward your next purchase after rating your introductory box.

CTA:

Tell us your ratings and claim your \$10 credit!

Here's how to submit your ratings:

1. Log into your Firstleaf account
2. Give each wine a "Thumbs Up" (send more like this please!) or a "Thumbs Down" (not for me) and we'll use this feedback to refine and improve your future shipments
3. Use the gray comment box to share your thoughts with our Wine Concierge Team *(Please note- the gray comment box will not exclude certain varietals or types of wine from your future orders. If you would like to exclude a certain varietal, please reach out to us!)*
4. Rest assured that your ratings have been saved. Positive ratings are moved to the "Reorder From Your Liked Wines" section and negative ratings can be found in the "Rated Wines" section
5. To edit or view your ratings, navigate to the "Edit Your Ratings" section

Organic Social Caption #1

National Relaxation Day



Happy National Relaxation day!

Did you know that #wine has been proven to reduce stress by slowing down the nervous system? 🐱🍷 That's right, your favorite glass of wine can help soothe your senses.

Racing thoughts? Stressful day at work? Today is your #freepass to head to your happy place and #unwind with a glass (or two) of Firstleaf wine. You deserve it!

Where's your happy place? Comment below with your favorite relaxation station 🕶️

Organic Social Caption #2

Wine region spotlight: Veneto, Italy



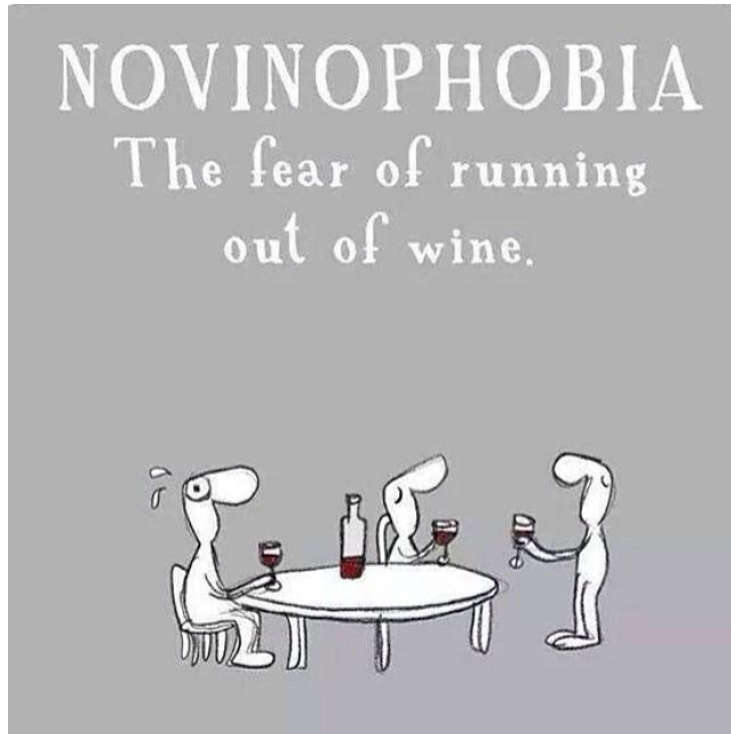
Ahh Venice, the ultimate city of #romance. But did you know the rolling hills around this iconic port city are home to some of the most #luxurious wines?

Welcome to #Veneto, a wine region in the north east of Italy known for its lively, sparkling #Prosecco, cherry-forward #Valpolicella 🍒 and most notably its simple and lightly floral #PinotGrigio 🌻

Which #Veneto wine are you most excited to try? Tell us in the comments below! 🍷

Organic Social Caption #3

Free play: Humorous wine meme



Attention #novinophobes everywhere!! 🍷🍷🍷

We get it, running out of wine is #scary. By joining the Firstleaf Wine Club, you'll never have to face your fear of running out of delicious #wine ever again.

Memberships include #personalized #customized wine selections, delivered straight to your door as often as you choose. Our recommendations become more perfect with every box because YOU tell us what you love.

Want to learn more about joining the Firstleaf Wine Club? Check out firstleaf.club and take the first step toward conquering your #novinophobia today! 🎉