



FLOWERCARD
Sending floral hugs

Flowercard Marketing Emails

World Laughter Day - ENGAGED-CLICKERS

A/B Testing: None

Theme: Celebrating the power of laughter through gifts to make them smile.

Subject Line: Know someone in need of a chuckle?

Preview Text: Raise a smile with a special message

Header: Laughter is the best medicine

Sub-Header: Give your loved one a good chuckle tomorrow with a humorous and heartfelt message

Email Copy: To mark World Laughter Day, why not cheer someone up and make them chuckle with a heartfelt message?

We have flowers that will complete any room in the home and pop a smile on their face right away! Send your loved one a floral hug to make their day a memorable one.

Button / CTA: Order Now

World Laughter Day - ENGAGED-NON-CLICKERS

A/B Testing: None

Theme: Celebrating the power of laughter through gifts to make them smile.

Subject Line: Know someone in need of a chuckle?

Preview Text: Make your loved ones smile with a special message

Header: Laughter is the best medicine

Sub-Header: Give your loved one a good chuckle tomorrow with a heartfelt and humorous message, thanks to Flowercard's floral gifts!

Email Copy: To mark World Laughter Day, why not cheer someone up and make them laugh with a special, humorous message?

Flowers are always a great way to increase positive feelings and inspire happiness. If you know someone that could do with a floral hug, we're here to help. Our floral gifts will make your loved ones feel cherished and elevate their mood ...a gift that won't be forgotten in a hurry.

Button / CTA: Explore Our Range

Buy 1, earn 10% off 2nd - VIP

A/B Testing: None

Theme: The latest offer for VIPs - earning 10% off their 2nd gift once the 1st is confirmed.

Subject Line: VIP members! Get 10% off your next order

Preview Text: Special deal for VIP members

Header: Solve those summer birthday dilemmas

Sub-Header: Use our special VIP offer – Buy a floral gift and we'll give you 10% off the next one!

Email Copy: We've got all your special summer celebrations covered.

How? – We're giving all our VIP members who buy an arrangement 10% off a second floral purchase. Take advantage of this exclusive May offer - organise your birthday gifts well in advance and save money on your next checkout at the same time. It's a win/win!

Button / CTA: Shop The Range