

## **Abandoned cart email flow - Yellow Beauty**

### **#1**

#### **Subj: Forgetting something?**

Your shopping cart is all alone.

Fear not– we're keeping it safe.

CTA: Complete Your Purchase.

### **#2**

#### **Subj: On the fence?**

Our turmeric-powered products go deep into your pores to detoxify and nourish, day after day.

Ditch the short-lived results for a lasting glow.

CTA: Checkout Now.

### **#3:**

#### **Subj: Help us empower more girls in 2022**

Our brand was inspired by the Bangladeshi Holud ceremony: a wedding tradition where turmeric is applied to the bride and groom to beautify them before the big day.

Yet, behind the beauty, millions of South Asian girls face childhood marriage each year.

We're fighting back: 10% of YB profits combat child marriage. Every purchase aids our goal of giving more girls a voice.

Support our mission.

CTA: Shop now

### **#4:**

#### **Subj: You've got great taste**

But don't take our word for it.

Check out these Glowing Reviews:

- Red Erase: "Yellow Gold!!"- Amber B.
- Stay Gold: "I've been using this since 2019, and it has made my face flawless!"- Jomarie L.
- Glow Dust: "Get rid of dark spots and calm your skin all at once" - Saleha A.
- Golden Hour: "Found my permanent cleanser"- Chandni

CTA: Shop Your Picks

## **#5**

**Subj: Here's a discount to cure your indecision**

We understand that hitting the purchase button isn't always a breeze.

Hopefully this 15% off helps.

Not a bad deal, considering we sell your A-Z skincare routine.

CTA: Claim 15% off

## **#6**

**Subj: Last Call: 15% Off Your Chosen Skincare**

Starting to feel like you're avoiding us. Like your laundry or that chatty neighbor.

Just a heads-up: Your cart's about to expire along with your chance to snag a generous 15% off. Finish your purchase before someone else scoops it up.

CTA: 15% off your cart

## **#7**

**Subj: Customer favorites are selling out fast**

Did your browser crash? Did your dog eat your computer?

Not to worry– we saved the products you’ve been eyeing.

P.S. Unsure about spending on your skin?

Pay for your products in 4 interest-free payments via Sezzle. You’ll even get \$5 CA back for your first purchase. So, if you’re eyeing the Self Care Set, that means spending \$24.75 USD today instead of \$99.

CTA: Checkout Now

## **#8**

### **Subj: Why is turmeric good for your skin?**

You have questions, we have answers.

*Why is turmeric good for my skin?*

Turmeric contains a magical compound called curcumin that has anti-inflammatory, antioxidant, and antimicrobial properties. It goes deep into the skin to prevent breakouts and provide a lasting glow.

*Doesn’t turmeric stain?*

Covering your face with turmeric from your pantry might lead to staining. But, we’ve formulated our products with turmeric and complementary ingredients to give you a hassle-free rinse.

*Are your products natural?*

Absolutely! Yellow Beauty products are natural, plant-based, and cruelty-free. We carefully choose ingredients rated low-hazard by EWG’s Skin Deep®, and that we feel comfortable using on our skin every day.

Ready to seal the deal?

CTA: Check Out

## **#9:**

### **Subj: Your cart is lonely**

Your cart just joined Yellow Beauty’s Lonely Cart’s Club.

Do not despair! There’s still time for you to come to the rescue (and head toward checkout).

Need us to jog your memory about why your Yellow Beauty cart is a hot 🔥? Our products are:

- ✓ turmeric-powered to brighten and protect the skin
- ✓ rooted in nature and ancient holistic healing practices
- ✓ eco-friendly

CTA: Ready to Checkout

## **#10**

**Subj: Your skin feels undervalued and overworked.**

"I like feeling dry and inflamed."

- No One's Skin, Ever.

As your largest organ, your skin does a lot to keep you safe. It's time to show it a little extra love with those nourishing products you've been ogling.

BTW, have you heard the GLOWssip going around about us 🗯️ 🧐 ?

"Obsessed" - Sophia

"Liquid gold" - Amelie C.

"Turmeric Magic" - Allison P.

"Love 💕 the products!" - Sandy A.

CTA: Reward Your Skin

## **#11:**

**Subj: Welcome to the Hotel Yellow Beauty 🎵🎵🎵**


You can check out anytime you like....but how about right now?

CTA: Click Here

You'll find all our products fit perfectly in your purse, your toiletry kit, and your S.O.'s (bigger) pocket. We can already see the places you'll go together:

✿ On a wintry walk: Your chapped hands will love some Stay Gold Elixir

 To a family gathering: You'll bond by painting your faces with Glow Dust Face Mask

 To the shower: The tropical scent of Golden Hour Cleanser will transport you to an island in the sun

CTA: Your New Skincare

## **#12**

**Subj: Free shipping and ride back to your cart** 

The Yellow Beauty Express is leaving the station and we saved you a seat.

Final destination? Your cart.

ETA? How about...now [\[link\]](#).

What's waiting on the other end? Skincare that's easy, safe, and powered by the almighty turmeric. Plus, if you spend \$65 US, we'll add free shipping.

CTA: Hop Aboard

## **#13:**


**Subj: Are you still there?**

Turmeric is trending.

Since the pandemic, many have prioritized healthy habits and searching for immunity-boosting ingredients.

*\*Enter Turmeric\**

With its anti-inflammatory and antioxidant properties, this yellow root has become a favorite for those seeking wellness that goes deep.

We see you were ahead of the trend (just like us) .

Complete your purchase while the products are still in stock.

CTA: Ready to Shop

## **#14:**

**Subj: I'm putting your picks back on the shelf**

Hey!

Jaz here, Co-Founder of Yellow Beauty.

Before I put your items back on the shelf, I wanted to tell you a little more about our brand.

My husband Jamil introduced me to turmeric – a staple in South Asian skincare for centuries.

Soon, we were making our own skin formulation in the kitchen, using ourselves as guinea pigs. The breakouts and inflammation I struggled with? They slowly disappeared... ✨✨

And so, Yellow Beauty was born.

Looks like you're eyeing a few of my favorites. Have questions? Just hit reply– I'm here.

CTA: Complete Your Purchase

Glow on,  
Jaz