

Project Name: April Push Notifications

Date: 2/7/23

Copywriter: N.D. Medina

Due Date: 2/24/23

Date: Tuesday, April 4th – V1 No Coupon

{See attached Rich image}

Headline (30 characters max)

BOGO 50% Off All Your Faves

Subhead

The Semi-Annual Sale is BACK with the best deals of the year for HUGE savings on our trusted family of brands!

Date: Tuesday, April 4th – V2 Coupon Mention

{See attached Rich image}

Headline (30 characters max)

Stack. Your. Savings.

Subhead

The Semi-Annual Sale's already SOOOO GOOD.... Make it even better by adding up to 20% off with coupon code **FLOWER23** {Cherry Blossom Emoji}

Date: Tuesday, April 11th – Alani Nu Target

Headline (30 characters max)

{Kiwi Fruit Emoji} Alani Nu's Gone Tropical! {Palm Tree emoji}

Subhead

Oh Alani Nu, you had us at kiwi... Get that fresh tropical feel in limited-edition Kiwi Guava Energy Drinks & Pre-Workout!

Date: Wednesday, April 12th

Headline (30 characters max)

Need a Mid-Week Pick Me Up?

Subhead

Pick up your favorites for 20% off when you use code FAST2023 with fast, easy, 2-Hour Pickup!

Date: Monday, April 17th (CBUM target)

Headline (30 characters max)

New Flavor Flex!

Subhead

BUM Energy Drinks in Orange Sunrise {Orange Emoji}{Sunrise Emoji} & Cherry Frost {Cherries Emoji}{Snowflake Emoji}! Tap to Shop {Left Arrow Curving Right Emoji}

Date: Friday, April 21st

Headline (30 characters max)

App-Exclusive: \$15 OFF!

Subhead

Your lifelong wellness journey starts with the right fuel at the right price. Use code DEVICE23 to go from Friday to Fri-Yay {Raised Hands Emoji}

Date: TBD

{See attached Rich image}

Headline (30 characters max)

It's Back! Best Gold Perk Ever

Subhead

Choose Your Own Sale Day. This deal's on YOUR schedule. Ready? Set? Save! TAP NOW for 20% off, no minimum.

Date: Thursday, April 27th – D1 User Target

Headline (30 characters max)

Last Day to Save 20%

Subhead

Looking for snacks, self-care & quality supps to meet your goals? Tap here to get the deal, but hurry! {Left Arrow Curving Right Emoji}

Date: TBD – D2 User Target

Headline (30 characters max)

Try Bare Performance Nutrition

Subhead

Save 20% on Informed Sport & Informed Protein-Certified fuel for modern-day athletes, adventurers, & warriors! Tap to shop {Left Arrow Curving Right Emoji}

Date: TBD – Solaray user target

Headline (30 characters max)

20% Off Solaray Favorites

Subhead

Science-backed Solaray is on sale, but the savings don't stop there! Stack another <X>% off with coupon code <XXXXXXXX> when you tap here.