

Holiday Promotional Email Sequence

A Conversion Copywriting Sample

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Purpose

This 3-email Black Friday sequence was created to drive holiday sales for a premium joint-supplement bundle targeting senior dog owners. The campaign combines emotional storytelling with urgency to maximize conversions during a critical shopping period.

Key Features

- ✓ *Emotional positioning of health products as meaningful gifts*
- ✓ *Progressive urgency across three touchpoints*
- ✓ *Social proof via clinical stats & testimonials*
- ✓ *Interactive support to reduce purchase hesitation*
- ✓ *Scarcity tactics with live inventory updates*

Ideal Use Case

- *Pet supplement brands launching seasonal promotions*
- *DTC companies with high-value bundles needing emotional justification*
- *Holiday campaigns emphasizing gift-giving & delivery deadlines*

Strategic Framework

- **Email 1:** *Establishes early-access exclusivity & introduces bundle benefits.*
- **Email 2:** *Uses visualization & urgency to deepen desire.*
- **Email 3:** *Delivers final deadline pressure with bonuses to overcome objections.*

Email 1: "Early Access: Black Friday for [Pet's Name]"

Subject Lines:

- A) *"A Black Friday head start — just for you"*
- B) *"Early access: Your dog's bundle is ready"*

Preview Text: *Claim your bundle before the rush →*

Body:

Hi [First Name],

We're opening Black Friday early for our best customers — and [Pet's Name] deserves the gift of better mobility.

Here's what you'll get:

- ✓ Complete joint-care bundle at 30% off
- ✓ Vet-backed formula & clinical results
- ✓ Free shipping guaranteed by [date]

But hurry — limited bundles at this price.

[Give [Pet's Name] the Gift of Relief →]

Prices valid as of [MM/DD/YYYY]. Limited inventory.

Email 2: "What Would [Pet's Name] Wish For?"

Subject Lines:

- A) *"What's on your dog's wish list this year?"*
- B) *"Last chance for a healthy holiday"*

Preview Text: *Your exclusive holiday bundle ends soon →*

Body:

Hi [First Name],

When you picture [Pet's Name] this holiday, are they:

- ✓ Running through the snow without stiffness?
- ✓ Greeting guests without limping?
- ✓ Resting comfortably after a long day?

This bundle helps make it happen — but the door is closing soon.

[Give [Pet's Name] the Gift of Relief →]

Offer expires [MM/DD/YYYY]. Shipping deadlines apply.

Email 3: "Final Hours: [Pet's Name]'s Holiday Bundle"

Subject Lines:

- A) *"Midnight deadline: Don't let this slip away"*
- B) *"Last call for your dog's holiday miracle"*

Preview Text: *Ends tonight: 30% off & free shipping →*

Body:

Hi [First Name],

This is it — the last hours to grab the holiday joint-care bundle for [Pet's Name]:

- ✓ 30% off our best-selling formula
- ✓ Delivered in time for the holidays
- ✓ Vet-recommended & risk-free

Don't let [Pet's Name] miss out.

[Give [Pet's Name] the Gift of Relief →]

Sale ends [MM/DD/YYYY] at 11:59 PM. While supplies last.

Conversion Strategy Highlights

- *Urgency: Short-lived discount, inventory limits, and shipping deadlines*
- *Emotional Hooks: Frames product as a thoughtful gift for aging pets*
- *Trust Builders: Includes clinical data, testimonial, and guarantee*
- *Flexible Offers: Easily adapted to other holidays, bundles, or upsells*

Notes for Client Use

- *Ideal for lead nurture or sales in seasonal funnel campaigns*
- *Swap bundle details with other product configurations as needed*
- *Merge tags ready: [Pet's Name], [First Name], [MM/DD/YYYY]*
- *Compatible with Klaviyo, Mailchimp, Omnisend, etc.*

