

# Nathan Jones Copywriting & Email Marketing Samples

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## Red Aspen Email Marketing Samples

Here are a few Red Aspen emails I provided copy for, working directly with their Email & Data Analytics team. These are just a few of the many event and product marketing emails I created copy for in the two years I was with the company.

**CONGRATULATIONS!**



**DREAM 8**  
INCENTIVE EARNER

SUN, SAND + SEA PRIZE (\$100 value)

COSTA RICA STAY (private room) OR \$600 PRODUCT PACK

As a Dream 8 earner, you'll receive our "Sun, Sand + Sea" prize - a spot on our 2025 Dreamwork Incentive Trip to Costa Rica with your own private room!

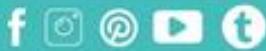


When will prizes ship? Check out the FAQ for all the deets.

[FAQs](#)



Our next prize tier is Stage 1 and includes a \$5,000 cash bonus for reaching Dream Activate Stage 1, and an invitation to stay for Dreamwork Extension for you and a guest! Earn towards your next Dream through PV, DV, and new enrollments. You're killing it!



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## RED ASPEN UNIVERSITY SPRING FLING 2025

Dear Brand Ambassador,

On behalf of the Treehouse admissions committee, we are pleased to inform you that you have been accepted for admission to the B.A. in Passion + Purpose Program at Red Aspen University for Spring 2025!

Founded in 2017 by Jesse McKinney, Genie Reese, and Amanda Moore, Red Aspen University (RAU) set out to do something that had never been done before in higher beauty education – establish a university that would inspire women to stand up, stand out, and stand together by uniting passion with purpose. In short, a place where women of all backgrounds and merits could empower and support one another! Built on this foundation, Red Aspen University has become one of the most influential institutions of higher beauty learning in the country, and we are delighted to welcome you and your talents this coming Spring!

Please join us at **5 PM MT on Saturday, April 5** for a very special Spring Fling orientation. This is a [virtual event](#) where we'll be unveiling Nail Dash collections, new products coming out this season, as well as providing fun inspiration and training materials to help you excel in your beauty studies. The event will be hosted via Red Aspen University's Virtual Campus and streamed live to all students, so be sure to join in early!

Red Aspen University's Spring Fling Orientation is free to attend, though we encourage all new admissions to invest in their RAU Back-to-School Product Packs soon. These product packs are available for a [limited time at \\$108](#) and are designed to jumpstart your Red Aspen University experience with exciting new products and branded merchandise to bolster your beauty education. Further details can be found at the Red Aspen Treehouse Page. We look forward to helping you achieve your dreams!

### TREEHOUSE

Sincerely,  
Jesse McKinney, Amanda Moore, Genie Reese  
Jesse McKinney, Amanda Moore, Genie Reese  
Deans of Admissions

**Red Aspen University's Back-to-School Product Packs will be available starting Friday, Feb. 7. Product Packs will be limited, and Early Bird Discounts will apply! Don't miss your chance to grab one before prices go up to \$139 on Monday, March 18.**

Congratulations again on this exciting opportunity, and welcome to Red Aspen University!



1575 W OVERLAND RD, MERIDIAN, ID 83642



## Treehouse Update: Girls Weekend Scottsdale 2025



### Meal Selections Needed! 🌵

We're getting everything ready for an unforgettable *Girls Weekend in Scottsdale*, and that includes making sure your food selections for lunch and *plated Awards Ceremony dinner* are just right. 🌸☀️

We've done our best to accommodate dietary needs (because a girl's gotta eat!), and it's time to lock in your meal preferences. Use the button below to submit yours today!

[MEAL PREFERENCE](#)



#### ⚠️ Important:

Please submit your selections by **Friday, July 25**. We will not be able to accommodate changes after that day.

We look forward to seeing you at Girls Weekend in Scottsdale!



Redi2Go App

1575 W. Overland Rd. Meridian, ID 83642

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## RED ASPIRE UNIVERSITY SPRING FLING '25

We can't wait to welcome you to Red Aspen's Spring Fling - a virtual event designed to help you kickstart the spring season as a Brand Ambassador!

The theme of Spring Fling 2025 is... Red Aspen University!

Please join us at 5 PM MT on Saturday, April 5. We'll be unveiling new Nail Dash collections, announce new products coming out this season, and provide inspirational training to help you excel in your beauty studies. This is a perfect opportunity to learn more about Red Aspen products, our company culture, and how to grow your business as a Red Aspen Brand Ambassador.

Red Aspen University's Spring Fling is **FREE** to attend, but we encourage everyone to invest in a "Back-to-School" Product Pack. These product packs are available for a **limited time** at **\$108** and are designed to jumpstart your Red Aspen experience with new products and branded swag to bolster your beauty education.



[PURCHASE YOUR BACK-TO-SCHOOL PACK](#)

Password: **JOINSPRINGFLING25**



P.S. You'll need to be logged in to your Hub to purchase your Back-to-School Product Pack, so keep those credentials handy!



The event will be hosted via Red Aspen University's Virtual Campus. More details to come and streamed live to all Brand Ambassadors, so be sure to join in early!



What: Spring Fling - Red  
Aspen University  
When: 5 PM MT on Saturday,  
April 5  
Where: Red Aspen University's  
Virtual Campus



They're selling out fast, but  
we've set aside a select  
number of product packs for  
our extra-special new Brand  
Ambassadors, so make sure  
to snag yours!



Join us on April 5 for an exciting first look at Red Aspen University!



If you have any questions or need help, please email  
our amazing Support team at [hello@redaspen.com](mailto:hello@redaspen.com)



**Red Aspen**

1075 W OVERLAWN RD, MERIDIAN, ID 83642

## Red Aspen Product Copy Samples

### Shear Perfection Lash & Brow Mini Scissors

#### **Short Description**

The perfect pair of mini scissors to safely snip, shape, and style your lashes and brows in a flash!

#### **More Details**

Shape, snip, and style your best-ever brows and lashes with Shear Perfection Lash & Brow Mini Scissors from Red Aspen! Stainless steel blades and a compact design help you safely trim and taper your facial hair in a flash.

### AspenKiss Peptide Lip Treatment

#### **Short Description**

An unscented lightweight, multi-use lip balm enhanced with Shea Butter, Vegan Waxes, and Peptides for deeply hydrated, nourished, and more supple lips.

#### **More Details**

Enjoy better hydrated and more supple lips with AspenKiss Peptide Lip Treatment from Red Aspen! Enhanced with Shea Butter, Vegan Waxes, and Peptides, this non-greasy, multi-use lip balm works to deeply hydrate and nourish your lips for a healthier, more supple pout. Apply throughout the day or as part of your morning and nighttime skincare routine, or wear overnight for lasting nourishment and hydration.

### DewRenew Snail Mucin Serum

#### **Short Description**

A deeply hydrating and rejuvenating snail mucin serum formulated to improve your skin's elasticity, soothe irritation, and reduce the appearance of dark spots for softer, smoother, and more radiant skin.

#### **More Details**

Treat your skin to one of Mother Nature's best-kept beauty secrets with DewRenew™ Snail Mucin Serum from Red Aspen! Formulated with Hyaluronic Acid, Allantoin, and Sodium Hyaluronate, this super hydrating and rejuvenating serum helps to improve your skin's elasticity, soothe irritation, and reduce the appearance of dark spots for a softer, smoother, and more radiant complexion.

### Lift & Lengthen Tubing Mascara

#### **Short Description**

A vegan tubing mascara specially-formulated to prevent smudging and flaking. Nourishes and improves the appearance of your natural lashes for lifted, lengthened, and all-day definition.

#### **More Details**

Enjoy an exciting, new way to enhance and add color to your lashes with Lift + Lengthen Tubing Mascara

from Red Aspen! Formulated to help prevent smudging and flaking, this mascara is packed with hair-healthy ingredients like Hyaluronic Acid and Shea Butter to nourish and improve the appearance of your lashes, all while adding a lifted, lengthened, and defined look that lasts all day! Step into your best-ever lashes with a silicone wand that perfectly wraps mascara around each individual lash for a lifted and lengthened look that's sure to turn heads.

### [Prime & Define Dannie, Lash Primer](#)

#### **Short Description**

An easy-to-use lash primer with a pink color base to enhance the intensity of your mascara. Use with your favorite Red Aspen mascaras to define and separate your lashes for truly stunning results.

#### **More Details**

Maximize your mascara and give your gorgeous lashes the boost they deserve with Prime & Define, Dannie Lash Primer from Red Aspen! With a pink color base to enhance the intensity of your mascara, you'll enjoy easy application and a formula designed to define and separate your lashes for truly stunning results.

Use Dannie with your favorite Red Aspen Mascaras:

- ♥ Lift & Lengthen, Lennie Tubing Mascara
- ♥ Pump It Up, Maggie Mascara (Black)
- ♥ Pump It Up, Maggie Mascara (Brown)
- ♥ Waterproof Pump It Up, Maggie Mascara

### [Gel Eyeliner](#)

#### **Short Description**

A lightweight, black/brown gel eyeliner that glides on smoothly to deliver rich, effortless, and highly-pigmented color from morning to night.

#### **More Details**

Get ready to slay all day with Red Aspen's all-new Gel Eyeliner! Soft, smooth, and seriously pigmented, she glides on like a dream with just one swipe, packing a punch of color that sticks around without fading. Lightweight and long-lasting, it's your new go-to for eyes that wow from morning to night.

### [Red Aspen Makeup Brushes](#)

Please browse the list of Red Aspen Makeup Brushes and Sponges for all available product copywriting samples.

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Your everyday isn't ordinary, so why should your accessories be?

We love what we do, which is why our case collections offer so much to boost the signature look, feel, and features of the devices *you* love! From super cute colors to kickstands and card holders, we've revolutionized your favorite phone, tablet, and smartwatch accessories with a unique blend of fashion-forward styles, kid-friendly features, and stellar reputation for affordable, quality drop protection.

Built for every bump, scrape, and fall of your daily grind, we're here to keep your tech trendy, confidently covered, and a perfect match to your lifestyle. If you love your case as much as we do, show off your collection on social with [#CuzItsCute](#). We can't wait to see how we made your everyday beautiful!

### **SUPCASE Email Copy**

Trust us, guys. Here at SUPCASE, we've heard the buzz surrounding the new Samsung Note10. With all the rumors of a new size, a Note10 Plus version with 6.7" display, as well as quad cameras and 3D Time of Flight sensors, the hype machine is in full swing.

With four potential models to choose from in 5G variants, we know you're going to be looking to protect that investment. That's why we're excited to offer all the latest updates on cases and accessories for this beast once it launches. Sign up using the form below and receive a 30% off coupon! Get pumped!

As always, your shopping experience is very important to us. For any questions or concerns, please reach out to us at [marketing@supcase.com](mailto:marketing@supcase.com)

### **i-Blason Cosmo Collection Copy**

#### **Cosmo Phones**

Cute, fun, and dressed to stand out, the Cosmo is our ode to adventure, lifestyle, and gurl power! Mixing chic, designer looks with the latest in drop protection, you'll enjoy stellar, confident defense against scratches, scrapes, bumps, or falls. With a built-in screen protector, a variety of colors, and the chance to make your friends jealous, you'll slay the day with Cosmo!

#### **Cosmo Tablets**

The all-in, go for broke makeover. Cosmo is our ballad to the Boss Ladies. Mixing chic, designer looks with the latest in tablet protection, our Cosmo Gurls enjoy stellar, confident defense against scratches, scrapes, bumps, and falls. Offering a built-in screen protector, a variety of colors, and the chance to mix and match with your favorite outfits, you (and your tablet) needed this yesterday!

#### **Cosmo Smartwatches**

Stay healthy, feel your best, and add some cute to your workouts with Cosmo, now for Smartwatches! Sleek, chic, and way too much fun, the Cosmo offers all the protection you love from i-Blason with that perfect dose of gurl power. Whether it's a trip to the gym, a hike with the besties, or a date with the yoga

mat, you'll enjoy confident defense, adjustable comfort, and a cute new accessory for all your favorite outfits. Count your steps, picture the dress, and slay those carbs with Cosmo!

## **Product Listings Samples**

### **Mumba Girl Power - <https://www.i-blason.com/nintendo-switch-girl-power-sleek-case>**

Gamer girls unite! From the wilds of Hyrule, to the top of Celeste Mountain, gamers everywhere are squealing for the new Girl Power by Mumba. Join Mario, Yoshi, and the rest of the gang with this adorably dressed, uniquely designed accessory for your Nintendo Switch. With 360° protection and secure-grip handling, you'll be crushing the boys in no time!

### **Mumba Switch Blade - <https://www.i-blason.com/nintendo-switch-blade-full-protective-rugged-case>**

Stomp Bowser, Smash your friends, and rescue Princess Zelda with the Nintendo Switch Blade Case by Mumba. Built from durable, secure-grip, shock-absorbent TPU, you'll fend off Goombas, combos, scratches, and falls, all with the aid of industry-leading, fully-dockable, 360° protection.

### **i-Blason Cosmo Fitbit Versa - <https://www.i-blason.com/fitbit-versa-cosmo-designer-wristband-case>**

Your Fitbit works hard to keep you healthy and feeling your best, so why not add some cute to the mix? Introducing Cosmo, now for Fitbit Versa! Sleek, chic, and adorably dressed for your workouts, the Cosmo offers all the protection you love from i-Blason with that perfect dose of "girl power." Stand out, be seen, and enjoy industry-leading drop protection with Cosmo!

### **iPhone 11 UB Electro**

Slim, sleek, and totally buzzworthy, the UB Electro is our newest, boldest design for your iPhone 11. Clear, flexible TPU guards against dust, dirt, bumps, or falls, while an electroplated, glittered backing enhances your iPhone's signature, modern look. Offering 360° protection and a built-in screen protector, it's not just dependable. It's Day-1.

With every piece of content we create we hope to:

- Inspire
- Inform
- Engage
- Entertain

At i-Blason our **Brand Voice** is:

- Young
- Fun
- Energetic
- Cool

We embody Atlanta art and culture. Our **Brand Tone** is informal, authentic, and inclusive. We are the essence of creative hobbies and #sidehustles.

## **iPhone 11 Category Copy**

<https://www.i-blason.com/iphone-11-cases>

Taking the world by storm, the iPhone 11 is this year's biggest industry launch. Boosted by the incredible A13 processor, 3D touch technology, and features including bilateral charging, a tri-camera setup, and an assortment of new color options, Apple's newest device is sure to send a lot of customers racing towards their nearest retailer. Standing front and center for the launch, i-Blason is proud to bring you the latest and greatest in protective cases to match the hype. From full-body rugged, to crystal clear minimalism, browse below to find the perfect case to match your interests, style, and personality.

We offer several options to cover your needs. Whether you're in the market for 360° coverage, or just looking to enhance your iPhone's signature look, our variety of colors and styles make case shopping a breeze.

### **Full-Body Cases**

Built for those looking for total 360° coverage for their investment, our full-body cases have survived drops from mountains, helicopters, and muscle cars. Made from military-grade TPU and PC materials, you'll enjoy built-in screen protectors, added kickstands on select models, and port plugs to keep out dirt, dust, and moisture.

### **Sleek Cases**

Turn your iPhone into a fashion accessory with our line of sleek, designer cases. Made from i-Blason's signature TPU materials, you'll enjoy stellar drop protection, toddler-tested, anti-scratch materials that won't fade or discolor, and the chance to mix and match with your favorite outfits. Home to our wildly successful Cosmo Collection and the newly added Unicorn Beetle Electro, picking your "perfect" has never been easier.

### **Clear Cases**

Designed to enhance your iPhone's signature, modern look, our clear cases are perfect for those wishing to boost Apple's newest, cutest colors. Built slim, shock-absorbent, and easy to install, they're a melody to our minimalists.

## **Organic Instagram Posts**

**Sample #1 - <https://www.instagram.com/p/B2XYQfsFUXD/>**

## iT iPhone 11 Pro Max GIVEAWAY iT

-iT Follow These Steps to Win iT-

1. Follow [@iblasonofficial](#)
2. Follow [@kateymcfarlan](#)
3. Tag 3 friends
4. Enter via [#linkinbio](#) [2]

We've partnered with Fashion Blogger [@kateymcfarlan](#) to give one of you guys a brand-new iPhone 11 Pro Max 😊!

Our Top 5 with the most entries will win *any i-Blason case* of their choice *plus* a **\$25 Amazon gift card**. But remember, we can only have ONE winner for the iPhone 11 Pro Max, so get those entries in every day! Don't miss out on your chance to win big, stand out, and share the journey with i-Blason!



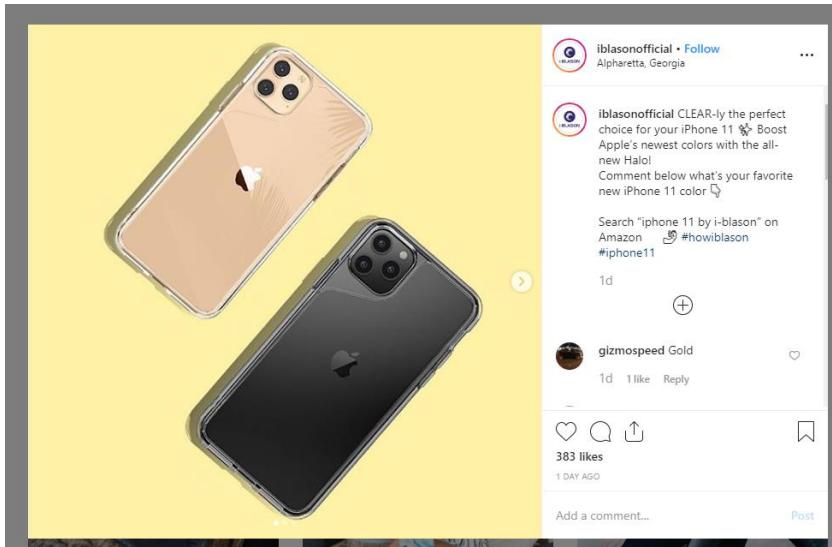
### Sample #2 - <https://www.instagram.com/p/B2PtWqKhiWz/>

CLEAR-ly the perfect choice for your iPhone 11 ✨ Boost Apple's newest colors with the all-new Halo! [2]

Comment below what's your favorite new iPhone 11 color iT [2]

[2]

Search “iphone 11 by i-blason” on Amazon  [#howiblason #iphone11](#)



**Sample #3 – <https://www.instagram.com/p/B1ygCI9FlDJ/>**

Purple Perfect. [#cosmocollection](#)



**Sample #4 – <https://www.instagram.com/p/B2Ujo0VhQjL/>**

So many colors, and *oh* so many outfits to match 😍! Go from phone to fashion accessory with the Cosmo Wallet for iPhone 11! ↗ Comment your favorite color below ↗



### Sample #5 – <https://www.instagram.com/p/B2XYB5hliTa/>

We love Cosmo just as much as you, which is why we've partnered with Fashion blogger [@kateymcfarlan](#) to show off all the newest, cutest colors and styles for iPhone 11 😊

⌚ Search “iphone 11 by i-blason” on Amazon [#iphone11 #iphone11pro #iphone11promax](#)



### Sample #6 – <https://www.instagram.com/p/B2XYmeMlba-/>

1 Cosmo, 2 Cosmo, 3 Cosmo, 4, you asked for new colors, so we added more 💯! 🎉

New for iPhone 11 🎉

⌚ Search “iphone 11 by i-blason” on Amazon [#iphone11 #iphone11pro #iphone11promax](#)



Sample #7 – <https://www.instagram.com/p/B2e18KclBkS/>

Paired, pink, and perfect 💕

@kateymcfarlan loves matching her favorite styles with our Cosmo Collection

Now available for iPhone 11. Search "iphone 11 by i-blason" on Amazon.

Plus, we're giving away an iPhone 11 Pro Max 🎁 #linkinbio

#iphone11 #iphone11promax #cosmocollection #howiblason



Sample #8 - <https://www.instagram.com/p/B2nIXppFhSb/>

Cute moments, Cosmo, and the *best* cup of coffee 😊. [::,::]

[::,::]

What's your favorite way to start your morning? [::]

[::]

Did you hear? We're giving away an [#iphone11promax](#) Enter via [#linkinbio](#) [::]

[::]

[#howiblason](#) [#cosmocollection](#) [#iphone11](#)



## YouTube Copy Samples

### YouTube Line Up Video IB - <https://www.youtube.com/watch?v=IFaJF0p3edw&feature=youtu.be>

From crystal clear minimalism, to full-body rugged, i-Blason is taking the iPhone 11 launch by storm! Boost Apple's newest colors with the slim, crystalline style of the all new Halo, or turn your iPhone into a fashion accessory with the adorable color options of the i-Blason Cosmo Collection. Accessorize your biggest adventures with the military-grade, 50-ft drop tested protection of our Ares line. Built shock-absorbent, impact-resistant, and ready for the journey, shop below to find the perfect case to match your interests, style, and personality.

Liked the video? Got questions? Let us know what you think in the comments below. Be sure to share and subscribe for the latest updates.

Shop our iPhone 11 cases on Amazon Prime: <https://amzn.to/2m0qdmY>

Or shop our webstore for flat-rate international shipping: <https://bit.ly/2m2Uv8j>

Check out our new Halo lineup: <https://www.youtube.com/watch?v=t6XGx5C8Czs>

See the all-new Cosmo colors here: <https://www.youtube.com/watch?v=J8qPxiPwv-M>

Like: <https://facebook.com/iblason>  
Follow: <https://twitter.com/iblason>  
IG: <https://instagram.com/iblasonofficial>  
Store: <https://www.i-blason.com/>  
Amazon: <https://amzn.com/i-blason>

## See What's New for Galaxy S20, S20+, S20 Ultra | i-Blason

Celebrate the Samsung Galaxy S20 launch with an all-new case lineup by i-Blason! From our impossibly cute Cosmo and Cosmo Wallet, to our 20 ft drop test certified Ares case, and even the newly reinvented Transformer case, accessorize your new Galaxy S with style and strength.

Liked the video? Got questions? Let us know what you think in the comments below! Be sure to share and subscribe for the latest updates.

Shop the full i-Blason lineup for Galaxy S20, S20+, and S20 Ultra on Amazon:  
<https://amzn.to/2OObAOO>

Enjoy flat-rate international shipping by shopping the full i-Blason lineup for Galaxy S20, S20+, and S20 Ultra on our webstore: <https://i-blason.com/samsung-galaxy-s...>

GALAXY S20 ULTRA GIVEAWAY. Enter every day to increase your chances. Ends March 12:  
<https://gleam.io/gqcuw/a/>

Like: <https://facebook.com/iblason>  
Follow: <https://twitter.com/iblason>  
IG: <https://instagram.com/iblasonofficial>  
Store: <https://www.i-blason.com/>  
Amazon: <https://amzn.com/i-blason>

#galaxy #s20 #cuzitscute

## YouTube Line Up Video SUP - <https://www.youtube.com/watch?v=4I1oZhod4K0&feature=youtu.be>

Legendary, award-winning protection and style returns for iPhone 11 with the all-new case lineup by SUPCASE! Clad your iPhone in the unstoppable, 360° military-grade protection of the UB Pro, deflector of lawnmower blades, wipeouts, and helicopter falls.

Boost your iPhone 11's signature look with our classic UB Style, made with a crystal clear, TPU-enhanced and scratch-resistant backing. Enhance your iPhone with the bold, electroplated design of the all-new UB Electro, or hit the track with the athletic-inspired security of our UB Sport line. Shop below to discover the perfect case to match your style, interests, and personality.

If you enjoyed the video be sure to like, subscribe, share, and comment below with any questions!

Shop our store on Amazon Prime: <https://amzn.to/2mnqjVX>

For flat-rate international shipping, shop our webstore: <https://www.supcase.com/iphone-11-cases>

Enter our iPhone 11 Pro Max GIVEAWAY (ends Oct 8): <https://bit.ly/2kDUZl8>

Watch us run over an iPhone Xs Max: [https://www.youtube.com/watch?v=aay1S\\_Ck9K8](https://www.youtube.com/watch?v=aay1S_Ck9K8)

Watch more extreme drop tests with the UB Pro:

<https://www.youtube.com/playlist?list=PLwHZ69UTs2NaO4Tyv4uXqsupybtZPd6Lz>

Like: <https://facebook.com/supcase>

Follow: [https://twitter.com/supcase\\_atl](https://twitter.com/supcase_atl)

IG: <https://instagram.com/supcaseofficial>

Store: <https://supcase.com/>

Brandbassador: <https://app.brandbassador.com/supcase>

Amazon: <https://amzn.com/supcase>

#iPhone11 #iPhone11Pro #iPhone11ProMax

**The Cutest AirPods Pro Case 2020 | Cosmo Collection | i-Blason -**

[https://www.youtube.com/watch?v=atDb\\_MTWDz4](https://www.youtube.com/watch?v=atDb_MTWDz4)

Turn your AirPods Pros into 2020's hottest new fashion accessory with Cosmo Collection by i-Blason! Made slim, shock-absorbent, and wickedly cute, you'll enjoy durable, scratch-resistant protection that you can mix, match, and vibe with all your favorite outfits! Pick your perfect from Pink or Green Marble, and add some sass to your daily grind. Featuring a built-in lanyard and easy installation, it's the perfect blend of fashion, features, and fun!

Liked the video? Got questions? Let us know what you think in the comments below. Be sure to share and subscribe for the latest updates.

Shop Cosmo for your Air Pods Pro on Amazon: <https://amzn.to/38WIuol>

Shop the Cosmo Collection on Amazon: <https://amzn.to/2S0nypu>

Shop our other cases and accessories on Amazon: <https://amzn.to/36LAkOd>

Or shop the Cosmo Air Pods Pro case on our webstore for flat-rate international shipping: <https://www.i-blason.com/apple-airpod...>

Like: <https://facebook.com/iblason>

Follow: <https://twitter.com/iblason>

IG: <https://instagram.com/iblasonofficial>

Store: <https://www.i-blason.com/>

Amazon: <https://amzn.com/i-blason>

[#MakeEverydayBeautiful](#) [#howiblason](#) [#cosmocollection](#)

## **Site Banner Copy Examples**

SUPCASE - <https://supcase.myshopify.com/>

1. Pro-Level Deals – 20% Off on Select iPad Cases. Code: IPAD20
2. Gear Up for Less! – Enjoy 10% Off Accessories. Code: ACC10
3. Pixel Perfect Savings – Take 15% Off New Pixel 4 Cases. Code: PIXEL15

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## **Cougar Mountain Software Email Samples**

### **Email Sample #1**

**Targets** – bMobile's Bakery Contact List

**Subject Line #1** – Boost Your Bakery's Profit Line with bMobile Solutions!

Hi [Name],

Has the recent COVID-19 pandemic impacted your **[company/bakery's]** efficiency? Have productivity, inventory, or delivery management become a painful, time-consuming sea of spreadsheets?

At bMobile, we understand better than anyone that when it comes to your **bakery**, finding the right balance between stale rates, customer satisfaction, and efficient delivery and inventory control requires the right solution. Not only can we streamline these processes, but **we can help increase revenue as well!**

From route planning and mapping, to real time data communication and mobile inventory tracking, our solutions have helped many of our **DSD** and **Food Service** clients maximize their profits, minimize their costs, and enjoy greater field activity control in this ever-uncertain economic climate. See what bMobile can do for **your bakery**, and request your **free demo** today!

## Email Sample #2

### Targets – bMobile's Bakery Contact List

**Subject Line #2:** Upgrade your Bakery Business with bMobile Route Software!

Hi [Name],

At bMobile, we know all too well the need to branch out, try new things, and upgrade your business. 2020 was a tough one, and every business (including ours) had to rethink, refine, and think outside the box a little.

We love a good challenge, and with bMobile Route Software, we've put our best foot forward to provide your bakery the tools it needs to truly thrive in 2021. Perhaps you've tried our demo. Perhaps you've seen all the amazing features we've included, like custom-built B2B eCommerce websites, 24/7 customer-focused ordering, and next-delivery defaults. Maybe you've checked out our route/fleet optimizations, and maybe you've wondered what mobile invoicing could do for your workflows!

No matter where you are on the fence, we're confident that bMobile is the clear, cost-cutting choice you've been waiting for. Get in touch with our experts, and let us show you how today!

## Email Sample #3

### Targets – Existing bMobile Customers

**Subject Line #2** - Take your Reporting to the Next Level with bMobile Insights

Hi [Name],

As a loyal bMobile customer, we're thrilled that you've enjoyed our products and services, and we hope that our Route Accounting, E-commerce, and Home Delivery solutions have continued to help your business grow, thrive, and maximize its potential in this ever-uncertain economic climate.

As a special thank you, we'd like to extend the opportunity to check out our latest addition to the bMobile suite, **bMobile Insights**. Key features include but are not limited to:

- A Metrics Dashboard that is easy to use, and updated daily.
- Custom Reports to track specific goals and KPIs
- Sales Data Tracking: track sales by customer, product, quantity, dollar value, or route

Reporting can be complicated, but with bMobile it doesn't have to be! Whether you're looking to crunch serious numbers, or just looking for a quick comparison on *quantity ordered* vs. *quantity sold*, let **bMobile Insights** transform your business today! Request your free demo here.

## Email Sample #4

**Targets** – Existing bMobile Customers

**Subject Line #2** -Crack the Code on Dashboard Reporting with bMobile Software!

Hi [Name],

At bMobile, our engineers have cracked the code on dashboard reporting, giving our clients never-before-seen improvements on their business strategies and data tracking. We've taken out the guesswork, crunched the tough numbers, and come with a solution that not only works, but works *well*.

Need to better track your sales? Our **software** goes above and beyond to provide valuable insights and KPIs on product, quantity, and more. Frustrated with the metrics? We've taken care of that too. Our dashboard is made easy to learn, easy to read, and most importantly, it's updated daily.

Reporting can be complicated, but with bMobile, it doesn't have to be. Whether you obsess over efficiencies, or you're a graph-fanatic, or none of the above, we've got you covered every step of the way. See for yourself and **request your [free demo](#) today**.

## Email Sample #6

**Target** - Existing CMS Nonprofit Customers + Guide Star lists

**Subject Line #1** – Frustrated with the **Hassle** of **Publishing** your Organization's **Annual Report**?

**Subject Line #2** – Get **More** from Your Meetings and Reports with **ArcAnnualReport** and **ArcBoard**!

Hi [Name],

Has the recent COVID-19 pandemic affected your Nonprofit's content management? Has your 2020 reporting become a time-consuming sea of spreadsheets? At Cougar Mountain Software, we know the importance of keeping vital information in front of your donors and stakeholders, just as we understand the need to keep everyone on the team up to speed in the new "normal" of remote meetings.

That's why we're so excited to introduce two simple but effective tools to keep your nonprofit running smoothly into 2021. Enjoy the benefits of [ArcAnnualReport](#), where you can choose from a number of pre-designed or custom templates to quickly download and publish your organization's most vital information.

Likewise, create, schedule, and collaborate on your **board meetings** effortlessly with [ArcBoard](#), a cloud-based software whose multi-compatible, dedicated resource library can archive older meetings, all with seamless integration into your contact list and calendar. No matter the size of your business, we're confident that our new suite of [productivity apps](#) for nonprofits will help streamline it!

## Email Sample #7

**Target** - Existing CMS Nonprofit

Customers + Guide Star lists

**Subject Line #1:** Ditch the Pain of Yearly Publishing Procedures with **ArcAnnualReport**!

**Subject Line #2:** Publish your Organization's Annual Report straight to your Website!

Hi [Name],

Has your nonprofit become bogged down by time-consuming, antiquated procedures? Have yearly publishing efforts gotten pesky, puzzling, or downright painful?

At Cougar Mountain, we know all too well the struggles of juggling mission statements, donor information, and stakeholder interests, especially in a year like 2020. It's why we love a good software suite, and it's why we *always* recommend **ArcAnnualReport** to our clients! Yearly reports can be annoying, but with **ArcAnnualReport**, they don't have to be! Optimize your nonprofit with key features including, but not limited to:

- Easy, straight-to-website publishing of all your yearly reports.
- Predesigned and/or customizable templates for efficiency
- Direct integration with *Denali FUND*, a leader in nonprofit productivity apps

As a special bonus, feel free to archive, integrate, and optimize your board meetings with **ArcBoard**, a cloud-based meeting software that connects you, your calendar, and your contact list to a host of exciting features! Click below to learn more, or contact us at **(800) 388-3038**.

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