FLOW DIGITAL · FREE RESOURCE

50 marketing email examples

Welcome, nurture, follow-up, bookings, real estate, launches, re-engagement, reviews and events. Placeholders are in [brackets].

How to use: pick two or three examples close to the email you need, paste them into your AI with your business details, and ask for versions in the same style. The included prompt does this for you.

Welcome

1. Welcome

Subject: You're in, [First name]
Preview: Here's what happens next

Hi [First name],

Thanks for joining. Every couple of weeks I'll send one useful idea about [topic], nothing more.

To start, here's the guide most people ask for first: [link].

If you ever have a question, just hit reply. It comes straight to me.

[Your name]

2. Welcome

Subject: Thanks for your enquiry, here's what to expect
Preview: A reply from a real person within one business day

Hi [First name],

Thanks for getting in touch about [service]. We've got your details and [team member] will reply within one business day, usually sooner.

While you wait, these [three] projects are similar to yours: [link].

Talk soon,
[Your name]

3. Welcome

Subject: Your [discount] code is inside
Preview: Use it on your first booking

Hi [First name],

Welcome to [Business]. As promised, here's [discount] off your first [booking/order]: [CODE].

It's valid until [date]. Book here: [link].

See you soon,
[Your name]

4. Welcome

Subject: The story behind [Business]
Preview: Why we started, in 60 seconds

Hi [First name],

We started [Business] in [year] because [one honest sentence about the problem you saw].

Today we [what you do and for whom]. Everything we do comes back to [one value].

If that sounds like your kind of place, here's where to start: [link].

[Your name]

5. Welcome

Subject: Quick question, [First name]
Preview: So I only send what's useful

Hi [First name],

One quick question so I only send you things that matter: what are you most interested in?

[Option A]
[Option B]
[Option C]

Just reply with A, B or C. That's it.

[Your name]

6. Welcome

Subject: Start here
Preview: The three pages worth reading first

Hi [First name],

If you only read three things from us, make them these:

1. [Most useful guide]
2. [Best case study]
3. [Pricing or how it works]

Each takes under five minutes.

[Your name]

Nurture

7. Nurture

Subject: The mistake we see every week
Preview: And the two-minute fix

Hi [First name],

The most common mistake we see with [topic] is [mistake]. It costs people [consequence] without them noticing.

The fix is simple: [fix in one or two sentences].

If you want a second pair of eyes on yours, just reply.

[Your name]

8. Nurture

Subject: How [Client] got [result] in [timeframe]
Preview: What they changed, step by step

Hi [First name],

[Client] came to us with [problem]. In [timeframe] they [result].

Three things made the difference:
1. [Change one]
2. [Change two]
3. [Change three]

The full story is here: [link].

[Your name]

9. Nurture

Subject: Is [service] worth it?
Preview: An honest answer, including when it isn't

Hi [First name],

Short answer: it depends on [key factor].

It's worth it if [situation]. It probably isn't if [situation].

If you're not sure which side you're on, reply with a line about your situation and I'll tell you honestly.

[Your name]

10. Nurture

Subject: What it actually costs
Preview: Real numbers, no hidden extras

Hi [First name],

People often ask what [service] really costs, so here it is: [price or range], which covers [what's included].

What's not included: [exclusions].

Want a fixed quote for your situation? Reply or book here: [link].

[Your name]

11. Nurture

Subject: Three questions to ask before you choose
Preview: Whoever you end up working with

Hi [First name],

Before you choose anyone for [service], ask these:

1. [Question one]
2. [Question two]
3. [Question three]

Good providers will answer all three without hesitating. Us included.

[Your name]

12. Nurture

Subject: Behind the scenes at [Business]
Preview: How a [project] comes together

Hi [First name],

Ever wondered what happens after you [book/order]? Here's a quick look: [two or three sentences or a short video link].

It's not glamorous, but it's why [result customers get].

[Your name]

Follow-up

13. Follow-up

Subject: Did you get my last email?
Preview: About your [service] enquiry

Hi [First name],

Just checking my last email reached you. You asked about [service] on [day], and I sent over [what you sent].

If the timing isn't right, no problem at all. Just let me know and I'll stop chasing.

[Your name]

14. Follow-up

Subject: Still thinking about [service]?
Preview: A few answers that might help

Hi [First name],

Most people who enquire about [service] have the same two or three questions, so here are the answers: [short answers or link].

If something else is holding you back, reply and tell me. I'd rather know.

[Your name]

15. Follow-up

Subject: Your quote, one week on
Preview: Prices held until [date]

Hi [First name],

A quick note that the quote I sent on [date] is held until [date].

If anything needs changing, scope, timing or budget, reply and I'll adjust it.

[Your name]

16. Follow-up

Subject: Should I close your file?
Preview: One-word answer is fine

Hi [First name],

I haven't heard back, so I'm guessing [service] isn't a priority right now. Totally fine.

Should I close your enquiry, or check back in [a month]? A one-word reply is perfect.

[Your name]

17. Follow-up

Subject: Here's the call recap
Preview: What we agreed and next steps

Hi [First name],

Thanks for your time today. Quick recap:

What you need: [summary]
What we suggested: [summary]
Next step: [action] by [date]

Anything I missed, just reply.

[Your name]

18. Follow-up

Subject: One thing I forgot to mention
Preview: Could save you [benefit]

Hi [First name],

After our chat I realised I didn't mention [useful detail]. For a [situation] like yours it usually means [benefit].

Happy to explain more on a quick call: [booking link].

[Your name]

Bookings

19. Bookings

Subject: You're booked, [First name]
Preview: Your [date] booking at [Venue]

Hi [First name],

You're confirmed for [booking] on [date] at [time].

Good to know:
- Arrive by [time]
- [Dress code or what to bring]
- Parking: [details]

Need to change anything? Reply or WhatsApp us on [number].

See you soon,
[Venue]

20. Bookings

Subject: See you tomorrow
Preview: Everything you need for your visit

Hi [First name],

We're looking forward to seeing you tomorrow at [time].

Here's the map pin: [link]. If you're coming by [transport], [tip].

Running late? Just message us on [number] and we'll hold your [table/daybed].

[Venue]

21. Bookings

Subject: Happy birthday from [Venue]
Preview: A little something for your celebration

Hi [First name],

Happy birthday from all of us at [Venue].

Celebrate with us this month and we'll add [gift] to your booking. Just mention this email or use code [CODE].

Book here: [link]

[Venue]

22. Bookings

Subject: [Event] is three weeks away
Preview: Early tickets close [date]

Hi [First name],

[Event] is on [date] and it's shaping up to be [one specific detail].

Early tickets are [price] until [date], then [price].

Get yours: [link]

[Venue]

23. Bookings

Subject: How was your visit?
Preview: Thirty seconds, honestly

Hi [First name],

Thanks for joining us on [date]. How was it?

If you enjoyed it, a quick review would mean a lot: [review link].

If something wasn't right, reply and tell me directly. I read every one.

[Name], [Venue]

24. Bookings

Subject: Two spots left for [date]
Preview: Then we're full

Hi [First name],

Quick heads up: we've got two [daybeds/tables/rooms] left for [date], then we're fully booked.

If you were thinking about it, now's the time: [link].

[Venue]

Real estate

25. Real estate

Subject: New listing: [property] in [area]
Preview: [Bedrooms] bed, from [price]

Hi [First name],

A new listing just came in that matches what you told us you're looking for:

[Property name], [area]
[Bedrooms] bedrooms, [land/building size]
From [price], [tenure]

Photos and details: [link]. Want a video walkthrough? Just reply.

[Agent name]

26. Real estate

Subject: Your viewing on [date]
Preview: Meeting point and what to bring

Hi [First name],

You're booked to view [property] on [date] at [time].

We'll meet at [location]. Bring [ID/questions], and allow about [duration].

Can't make it? Reply and we'll find another time.

[Agent name]

27. Real estate

Subject: Construction update: [project], [month]
Preview: Progress photos inside

Hi [First name],

Here's this month's progress on [project]:

- [Milestone one]
- [Milestone two]
- Next: [upcoming milestone] in [month]

Photos and video: [link].

[Name], [Developer]

28. Real estate

Subject: What your money gets you in [area]
Preview: A quick comparison at [budget]

Hi [First name],

At around [budget], here's what's realistic in [area A] versus [area B]:

[Area A]: [what you get]
[Area B]: [what you get]

Happy to talk through which suits your plans: [booking link].

[Agent name]

29. Real estate

Subject: Leasehold or freehold?
Preview: The plain-English version

Hi [First name],

One of the most common questions we get is [topic, e.g. leasehold vs freehold]. Here's the short version: [two or three sentences].

We always recommend independent legal advice before you commit, and we can introduce you to people we trust.

[Agent name]

30. Real estate

Subject: Following up on [property]
Preview: Still interested, or shall I stop?

Hi [First name],

You looked at [property] a couple of weeks ago. Is it still on your list?

If it's not quite right, tell me what's missing and I'll send options that fit better.

[Agent name]

Launch

31. Launch

Subject: It's here: [product]
Preview: Built for [audience] who [problem]

Hi [First name],

Today we're launching [product]. It's for [audience] who [problem], and it [main benefit].

For the first [number] customers: [launch offer].

See it here: [link]

[Your name]

32. Launch

Subject: Doors open [date]
Preview: Be first through them

Hi [First name],

[Venue/product] opens on [date]. Subscribers get first access, before we announce it anywhere else.

Claim your spot: [link]

[Your name]

33. Launch

Subject: Win [prize] before we open
Preview: Takes 20 seconds to enter

Hi [First name],

To celebrate our opening on [date], we're giving away [prize].

Enter here: [link]. Winners are announced on [date].

Good luck,
[Venue]

34. Launch

Subject: [Offer] ends tonight
Preview: Last chance before midnight

Hi [First name],

Just a reminder that [offer] ends at midnight tonight.

After that it's back to [normal price].

[Link]

[Your name]

35. Launch

Subject: Something new for [season]
Preview: Available from [date]

Hi [First name],

For [season] we've added [new thing]. [One or two sentences on why it's worth trying].

Available from [date]. Book or order here: [link].

[Your name]

36. Launch

Subject: You asked, we built it
Preview: [Feature] is live

Hi [First name],

A lot of you asked for [feature]. It's live today.

Here's how it works in under a minute: [link].

Thanks for the nudge,
[Your name]

Re-engagement

37. Re-engagement

Subject: Still want to hear from us?
Preview: One click either way

Hi [First name],

We haven't seen you open our emails in a while, so I wanted to check: still want them?

Keep me on the list: [link]
Unsubscribe: [link]

No hard feelings either way.

[Your name]

38. Re-engagement

Subject: It's been a while, [First name]
Preview: Here's what's new

Hi [First name],

It's been a while since your last [visit/order]. Here's what's changed since then:

- [New thing one]
- [New thing two]

Come back and see us: [link].

[Your name]

39. Re-engagement

Subject: A welcome-back offer
Preview: Valid for the next 7 days

Hi [First name],

We'd love to see you again, so here's [offer] on your next [booking/order]. Use code [CODE] by [date].

[Link]

[Your name]

40. Re-engagement

Subject: What did we get wrong?
Preview: I'd genuinely like to know

Hi [First name],

You used to [visit/order] fairly often, then stopped. Did we get something wrong?

Reply with one line. I read every reply and we'll fix what we can.

[Your name]

41. Re-engagement

Subject: Last email from us (unless you say so)
Preview: Your call

Hi [First name],

This is the last email we'll send unless you'd like to stay on the list.

Stay subscribed: [link]

Thanks for being with us,
[Your name]

Reviews

42. Reviews

Subject: How's your [product] working out?
Preview: Any questions so far?

Hi [First name],

It's been [time] since your [order/project]. How's it going?

If anything isn't quite right, reply and we'll sort it. If it's all good, we'd love a quick review: [link].

[Your name]

43. Reviews

Subject: Thank you, [First name]
Preview: From all of us at [Business]

Hi [First name],

Just a short note to say thank you for choosing [Business]. Customers like you are why we do this.

If you know someone who'd benefit from [service], we'd be grateful for the introduction.

[Your name]

44. Reviews

Subject: Getting the most from your [product]
Preview: Three tips most people miss

Hi [First name],

Now you've had your [product] for a bit, here are three things most people miss:

1. [Tip]
2. [Tip]
3. [Tip]

Questions? Just reply.

[Your name]

45. Reviews

Subject: Would you recommend us?
Preview: One click, one question

Hi [First name],

On a scale of 0 to 10, how likely are you to recommend [Business] to a friend?

[0] [1] [2] [3] [4] [5] [6] [7] [8] [9] [10]

Thanks for helping us get better.

[Your name]

46. Reviews

Subject: Your [service] report is ready
Preview: This month's highlights

Hi [First name],

Your [month] report is ready: [link].

The headlines:
- [Result one]
- [Result two]
- Next month we'll focus on [priority].

Any questions, just reply.

[Your name]

Events

47. Events

Subject: You're on the guest list
Preview: Show this email at the door

Hi [First name],

You're on the list for [event] on [date]. Doors open at [time].

Just show this email at the door. Bringing friends? Add them here: [link].

[Venue]

48. Events

Subject: Tonight: [event]
Preview: Everything you need to know

Hi [First name],

[Event] is tonight. Quick reminders:

- Doors: [time]
- Dress code: [details]
- Getting here: [tip]

See you there,
[Venue]

49. Events

Subject: Thanks for coming to [event]
Preview: Photos and what's next

Hi [First name],

Thanks for joining us at [event]. The photos are up here: [link].

Our next one is [event] on [date]. Subscribers get first tickets: [link].

[Venue]

50. Events

Subject: Save the date: [event]
Preview: Details to follow

Hi [First name],

Mark your calendar: [event] is on [date] at [venue].

[One sentence on what makes it special.]

Tickets go on sale [date]. You'll hear about it first.

[Venue]

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