GIST

E-Commerce Email Templates

Introduction

We're glad you liked the templates and wanted to take a copy for your hard drive!

These emails were made to help E-Commerce businesses better communicate with their customers.

If you haven't tried Gist for your organization, we'd love for you to try us out. Our platform handles all the vital marketing, sales and support needs — in one place.

Best,

The Gist Team

Table of Contents

Here's a quick table of contents to help you see the templates at a glance.

Subscriber Welcome

To: [Recipient's email address]

Subject: Welcome to {Company name} + {Offer}

Hi {{subscriber.first_name}},

Are you excited, because we are!

We want to welcome you by {Offer}!

Are you ready to explore?

{CTA Button} [e.g. Start Shopping for the Perfect Shoes!]

To unsubscribe from any future emails, click here.

Free Shipping

IF you sell physical products, free shipping has been a thought. Even Walmart offers to ship items free due to Amazon's liberal mailing policies.

But many ecoms don't do free shipping all the time. It's during high-traffic times of the year or at sales.

So, here's an email template to help you announce with that free shipping is available.

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To: [Recipient's email address]

Subject: Free Shipping! [Brief details like "Now through January" or "On orders over $30"]

Hi {{subscriber.first_name}},

For a limited time, you can now get free shipping!

[Insert time, weight, and other details to redeem free shipping offer]

So now may be the time to pick up the perfect [insert item/category]! Head over right now and take advantage of FREE SHIPPING!

Best,

{{Your Name}}

Abandon Cart

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To: [Recipient's email address]

Subject: Your items are ready

Hi {{subscriber.first_name}},

We noticed you had an open cart with us. These items look familiar?

{Insert items in cart}

Items in carts aren't reserved and could sell out. If you'd like to complete your purchase, just click and you'll be taken right to your order.

To unsubscribe from any future emails, click here.

Bestseller Curation

To: [Recipient's email address]

Subject: Bestsellers of/in {Insert appropriate term} [i.e. Season, year, womens, etc.]

Hi {{subscriber.first_name}},

 Check out the bestsellers of the {timeframe} in {category}!

Best,

{{Your Name}}

First Time Buyer Discount

Ah, when a new visitor becomes a customer. It can equal growth.

You get them to come back again quickly with a discount immediately after their purchase. A first time buyer discount works great in conjunction with the upsell.

If a person buys earrings, you can sell pitch them a matching necklace for XX% off.

But if you don't know what they'd like to buy, you can just offer them the discount for being a new customer.

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To: [Recipient's email address]

Subject: Thanks + Gift for You!

Hi {{subscriber.first_name}},

So excited to have you as our newest customer! And we know you'll love the [You can insert the product or a generic description].

To thank you for making your first purchase, we want to offer you [insert discount/offer details]!

Get your gift by [Insert offer redemption details].

Happy Shopping!

{{Your Name}}

Case Study

You sell products that aren't your own, it's even more difficult.

One of the best ways is to find how your customers use the products to accomplish something. Think of a business credit card commercial. A small business owner uses cash back from a credit card to provide insurance for employees.

Here's a template to help you navigate.

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To: [Recipient's email address]

Subject: {Testimonial person/company}'s Story

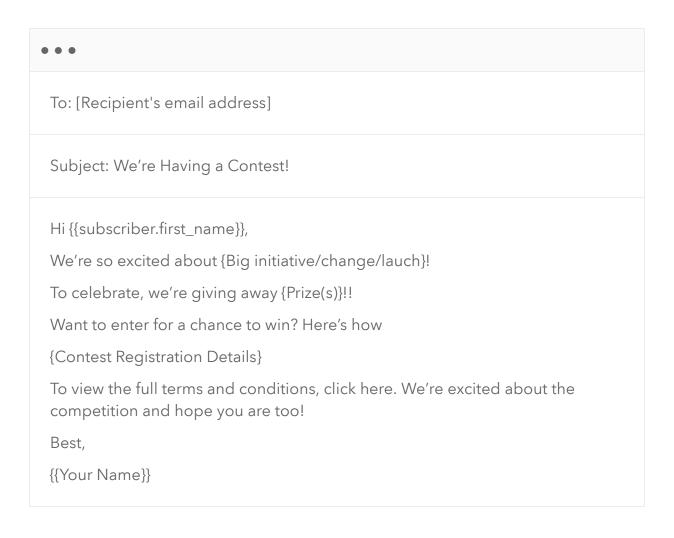Hi {{subscriber.first_name}},

Ever wonder what's possible?

Today, we wanted to share exactly how {Testimonial person/company} has {insert achievement}.

To hear the full story, {Insert CTA} [Read it here, watch the video, etc.]

To unsubscribe from any future emails, click here.

Contest Announcement

Running a contest is a strategy being used by many top companies. To really see the exponential growth, you'll want to use your current list to kick off your contest to the world.

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To: [Recipient's email address]

Subject: We're Having a Contest!

Hi {{subscriber.first_name}},

We're so excited about {Big initiative/change/lauch}!

To celebrate, we're giving away {Prize(s)}!!

Want to enter for a chance to win? Here's how

{Contest Registration Details}

To view the full terms and conditions, click here. We're excited about the competition and hope you are too!

Best,

{{Your Name}}

Video Email

Videos are a great way to showcase new products and drive traffic to your ecommerce site. Sending those videos to your list of current customers just makes sense.

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To: [Recipient's email address]

Subject: Video: {Title of video OR a play on the title/content}

Hi {{subscriber.first_name}},

We just released an awesome new {Video type (Explainer, vlog, etc.}.

You can click here to watch it on the site, or watch it right here from the comfort of your inbox.

Let us know what you think!

Best,

{{Your Name}}

Bad News

All news can't be good news and sometimes you'll have to convey negative information to your users.

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To: [Recipient's email address]

Subject: Rate Increase

Hi {{subscriber.first_name}},

{Current year} Has been a great year for {Company/Product name}.

{Insert positive description of year}

{Next year} hopes to be even more monumental.

{Insert brief description of what's on the horizon}

But {Insert public reasons for the need to raise prices. (Expenses, growth, etc.}

So, what does it mean?

{Insert details of the rate hike.}

Best,

{{Your Name}}

Survey Request

To: [Recipient's email address]

Subject: Psst. Can we get your opinion?

Hi {{subscriber.first_name}},

It would be amazing if you could take {Approximate survey time} to tell us {Quick reason for the survey}.

Here's the link for the survey.

You may be thinking, "But why are you surveying?"

Here's the specific reason for this survey:

{Insert further explanation of the survey reasoning}.

Make sense? Here's that link again. Taking the survey really helps us and we appreciate it!

Best,

{{Your Name}}

Live Event

Putting on or going to a live event is a great way to build a solid community of brand ambassadors.

But you have to get them to show up to your meetups. One of the best ways is via an email sequence.

To: [Recipient's email address]

Subject: Come See Us at {Event Name}!

Hi {{subscriber.first_name}},

It's official, {Company Name} will be {What you're doing at the conference (i.e. attending, having a booth, keynoting)}.

We want to meet you!

If you're interested, we'll be at {Place/Time}. The venue isn't huge, so we'd like to hear from you if you plan on stopping by.

You can hit reply or let us know right here.

Best,

{{Your Name}}

GIST

Want a Closer Look?

You can watch a walk through of all the Gist Platform has to offer. Or, you can even try it for free, right here!

WATCH THE DEMO!