

## 2022 Email Writing Projects

### Mustang Survival Emails

**Overview:** Mustang Survival is one of the foremost aquatic safety equipment manufacturers and I was tasked with creating copy for a full programmatic email program for each step of their online marketing and sales process.

**Subject:** Dream. Plan. Prepare. Explore

**Hook/Headline:** Adventure is where you find it; be ready with the right gear from Mustang Survival.

**Preview:** On the water for a weekend or going around the world, planning and preparation with Mustang Survival gear makes every adventure better and safer.

**Body Copy:**

Before there's a plan, there's a dream. Maybe the dream is an open water crossing, or it could be a week of bass fishing with friends. Whatever it is, the dream comes first and then the planning can start.

**Mustang Survival** is here to help you plan with the right gear; gear that's designed, tested, and perfected by dreamers and planners. Gear that you can trust to keep you safe, dry, and protected. Gear to make your dreams come true.

Visit us online to learn about our dreamers and start making your plans.



**Subject: Welcome to the Mustang Survival Crew!**

**Hook/Headline:** Let's get the adventure started.

**Preview:** Welcome to our crew, we hope to inspire you with our gear and adventures to help inspire you to start dreaming and planning yours.

**Body Copy:**

Welcome, and thank-you for joining our crew. You've joined a community of people who share the belief that life on water is better than life on land.

It's no secret that life beyond land takes a little more preparation than normal life. Our team of sailors, fishers, paddlers, and professionals have spent more than 55 years designing, testing, and building the gear to protect you and help you get the most out of your time on the water .

Visit our site to learn more about Mustang Survival gear or the adventures and explorations of your fellow crew members. And stay tuned here for product news and adventure dispatches from the water.

**Subject: We're putting 110% into your next adventure**

**Hook/Headline:**

We're taking 10% off your next Mustang Survival purchase.

**Preview:**

Mustang Survival makes gear to keep you 100% safe, dry, and protected, and now you can take 10% off.

**Body Copy:**

For over 55 years, Mustang Survival has given 100% in testing and perfecting gear which keeps adventurers dry, safe, and protected every time they venture beyond land. Now we're offering a special 10% discount on your next purchase; you could say we're giving 110% to enhance and improve your next job or adventure on the water.

You know it's not possible to give 110% forever, so take advantage of this limited time offer soon!

**Subject: Adventurers and professionals choose Mustang Survival.**

**Hook/Headline:** People who know choose Mustang Survival.

**Preview:** Professionals and adventurers who live beyond land know that the right gear keeps you safe, helps you get the job done, and makes the adventure better.

**Body Copy:**

From deep sea commercial fishers to open water sailors, from professional anglers to tactical military personnel, the people who push equipment the furthest trust Mustang Survival's 55 years of expertise. And you can, too.

Learn about the [Mustang Survival Crew](#), explore how they push it to its limits on our [Capn's Log](#), then shop for the [tools and equipment](#) you'll need to enhance and protect your next voyage beyond land.

Let's get ready to hit the water.

**Subject: You left us hanging!**

**Hook:** We save lives, and we saved your cart too.

**Summary:** You abandoned your shopping cart just before checkout, but we saved your cart in case you have non-buyers' remorse.

**Body Copy**

You were *this* close to getting some of the best marine gear in the world. Mustang Survival has been saving lives for 55 years, and we saved the items in your cart so that you don't have to browse all over again.

Just click below and we'll sail you right back to your cart and the marine gear that's chosen by adventurers and professionals.

## Wildflower Wellness CBD Emails

**Overview:** Wildflower Wellness makes high-quality CBD products, and I was tasked with writing catch copy for their seasonal promotions. Sample email copy is included below.

**Headline:** Make every day Mom's Day

**Subject:** Celebrate Mom with Wildflower Wellness CBD gifts.

**Preview:** Flowers are lovely but Wildflower Wellness make the gifts which last

**Body Copy:** Moms love flowers on Mother's Day, but they'll love Wildflower Wellness indulgent CBD bath products, topicals, and tinctures long after the flowers are gone.

Whether she's a CBD wellness novice, or is someone who already enjoys the health benefits of pure, natural CBD extracts, there's a Wildflower Wellness product to make her smile every time she uses it.

As a bonus, we'll take 20% off all purchases until May 8th so you can treat all the wonderful moms in your life to Wildflower Wellness CBD products.

Buy it, gift it, they'll love it.

**Headline:** Fathers deserve pure, natural CBD too

**Subject:** Treat Dad to Wildflower Wellness CBD this year

**Preview:** Dads love all the health and wellness benefits of CBD

**Body Copy:** Most men aren't known for their self-care and wellness habits, so Father's Day is a perfect opportunity to surprise them with something they might never have bought for themselves, like Wildflower Wellness CBD products.

Surprise them with all-natural topicals and tinctures to soothe their aches or capsules or tinctures so they can benefit from the full range of CBD benefits, and they'll experience the same enjoyment you get from your favorite Wildflower product.

And, from now until June 19th, Wildflower Wellness will take 20% off so that you can treat the wonderful dads in your life to pure, natural CBD health and healing.

## FB & Google Ad Copy for Open Blue Cobia Seafood

**Overview:** Open Blue Cobia sells top quality seafood farmed in the Caribbean direct to consumer and one of my tasks was writing ad copy flows for both Facebook and Google search ads.

### FB ads (<125 characters)

- Get delicious seafood from the clear waters of the Caribbean delivered to you. **Open Blue Cobia** will supercharge your cooking!
- **Open Blue Cobia's** delicious, sustainable seafood will change the way you cook! Make your tacos, burgers, & dinners legendary!
- Delicious restaurant quality seafood delivered to your door. **Open Blue Cobia** brings the flavor of gourmet seafood to you!

### Google Ad Copy

#### Headline 1 Options: (Keywords seafood / delivery)

- Gourmet seafood home delivered
- Delicious seafood home delivered
- Get gourmet seafood at home
- Home delivered best seafood

#### Headline 2 Options: (Keywords: flavor/ nutrition)

- Nutritious meets delicious
- Sustainable delicious seafood
- Nutrition for your family
- Flavorful healthy sustainable

#### Headline 3 Options (Food focussed)

- Make the best fish tacos ever
- The best fish burger ever
- The Caribbean to your kitchen
- Fish tacos burgers & filets

#### Description 1. (Open Blue Cobia Statements)

- Open Blue Cobia delivers healthy, delicious restaurant quality seafood to your door
- Add healthy seafood to every meal with Open Blue Cobia delivered to your home
- Open Blue Cobia delivers the very best fish burgers, strips, and filets to your kitchen

# epicmedia

- Supercharge your recipes with Open Blue Cobia seafood delivered to your kitchen

## **Description 2 (Going a little deeper)**

- Our ethically raised deep water seafood is nutritious, versatile & easy to prepare
- Your family will love the clean, delicious flavor of gourmet quality seafood at home
- Put clean, deep water seafood flavor and nutrition on your plate anytime you want
- The best seafood is raised ethically, caught fresh, and delivered right to your door