

Promotional/Marketing Email Templates

<https://reallygoodemails.com/>

Subject Line:

“Get [XX]% Off [Product/Service] – Only Until [Date]!”

Body Prompt:

Hi [Customer Name],

We’re excited to offer you an exclusive [XX]% discount on [Product/Service] now through [End Date]. Whether you’re looking for [brief benefit or use-case], we’ve got you covered.

Where: [Store/Online Link]

When: [Start Date] – [End Date]

Act fast—this deal won’t last long!

— [Your Business Name]

New Product/Service Launch

Subject Line:

Introducing [Product/Service Name] – Available Now!

Body Prompt:

We’ve been working hard behind the scenes, and we’re thrilled to introduce: [Product/Service Name]!

It’s perfect for [target audience/use-case] and offers [key feature/benefit].

Launch Date: [Date]

Where to Find It: [Website/Store Location]

Be the first to try it and let us know what you think!

— [Your Business Name]

Thank You Email (Post-Purchase or Loyalty)

Subject Line:

Thanks for Shopping with Us, [Customer Name]!



Body Prompt:

We just wanted to say thank you for your recent [purchase/visit]! We appreciate your support and are always here to help with [product/service related needs].

We'd love your feedback: [Review Link or Contact Info]

Here's [a small gift/discount code] for your next order: [Code]

Until next time,

[Your Business Name]

Event Invitation

Subject Line:

You're Invited: [Event Name] on [Date]!

Body Prompt:

Join us for [Event Name] on [Date] at [Time], happening at [Location or Online Platform]!

This event features [brief description: e.g., live demos, special guests, giveaways, etc.].

RSVP Here: [Link]

Questions? Contact us at [Contact Info].

We can't wait to see you there!

— [Your Business Name]

Customer Testimonial or Case Study Share

Subject Line:

See How [Customer Name or Company] Is Winning with [Your Product/Service]

Body Prompt:

We love seeing our customers succeed—and we wanted to share one inspiring story. [Customer Name/Company] used our [Product/Service] to [key result or outcome].

Read the full story here: [Link]

Want results like this? Let's talk: [Contact Info or CTA Link]

Cheers,

— [Your Business Name]

Would you like these in a downloadable fill-in-the-blank template or styled with HTML for use in Mailchimp or similar platforms?

Curiosity & Teaser Email

Subject Line:

Something Exciting Is Coming to [City/Industry]...

Body Prompt:

Hey [First Name],

We're gearing up to launch something that's going to change how you [solve a specific problem/do a task] — and we'd love to give you early access.

Be the first to know: [Link to Waitlist or Signup]

Launching on: [Date]

Trust us, you won't want to miss this.

— [Your Business Name]

Education & Awareness Email

Subject Line:

Did You Know [Pain Point or Stat]? We Can Help.

Body Prompt:

Most people don't realize that [insert a surprising stat or pain point related to your industry].

At [Your Business Name], we help people like you [solve the issue or improve situation] using [brief explanation of service].

[Key Benefit #1]

[Key Benefit #2]



[Key Benefit #3]

Learn more or get a free consult today: [CTA Link]

Let's make things easier,
— [Your Business Name]

Problem-Solution Email

Subject Line:

Struggling With [Problem]? We've Got a Simple Fix.

Body Prompt:

If you've ever felt frustrated by [specific problem your audience faces], you're not alone.
We created [Your Product/Service] to help people just like you:

Save time
Reduce stress
Get better results

Try it now or schedule a free [consult/demo/quote]: [CTA Link]

— [Your Business Name]

Free Trial or Sample Offer

Subject Line:

Try [Product/Service] Free — No Strings Attached

Body Prompt:

Still thinking it over? Why not experience [Your Product/Service] for yourself — totally free?

No credit card required
[Brief detail on what they'll get]
[Duration: e.g., 7-day trial]

Get started instantly here: [Free Trial Link]
Have questions? Just reply to this email.

— [Your Business Name]

Sneak Peek / Preview Email

Subject Line:

See What's Coming Before Everyone Else 🙈

Body Prompt:

We're putting the finishing touches on something new — and you're invited to a sneak preview.

Be the first to explore:

[Short teaser: e.g., screenshots, testimonials, demo video]

[Key benefit or differentiator]

Reserve your spot now: [Link to early access/demo/sign-up]

— [Your Business Name]

Countdown Email

Subject Line:

Only [X] Days Until [Product/Service] Launches!

Body Prompt:

We're almost there...

In just [X] days, [Your Product/Service] will be available — and we want YOU on the early bird list.

Join now to get:

[Early access bonus]

[Exclusive discount or gift]

[Priority booking]

Countdown's on: [Link]

Thanks for being part of the journey,

— [Your Business Name]