

Drinkware - 6/13

What are we selling? Water Bottles, Tumbler, etc.

Who are we targeting? OPeners

Why are we targeting? Season

What are we offering? 10% off \$350 - target Drinkware only, TEST!!!

Where is email pointing? <https://www.inkhead.com/drinkware/> NEW Banners?

Email Tracking Parameter:

?em_cid=drinkware-6-13-2018&utm_source=silverpop&utm_medium=email&utm_term=https://www.inkhead.com&utm_campaign=drinkware-6-13-2018 

Subject: So HOT it will make you thirsty/ THIRSTY for Savings??/This Deal's got you THIRSTY/This drink is on us!

Teaser: Customer, deals to quench the thirst/Customer, nothing but cool, cool, savings/Customer, it's too hot not to.../Well, customer, the first 10% anyway

Top Bar Categories: Water Bottles, Tumbler Cups, Koozies, Stadium Cups, Bottle Openers

Header/Hero: It's getting hot in here, so take off 10%.Take a little bit off Drinkware/Everyone is thirsty for Your Brand. Quench their thirst for less./Dehydration is dangerous! Your branded drinkware could save lives./It's Summer, they're thirsty. Let them reach for your Brand.

Button: Bottom's Up!/Quench/Shop for a Sip/Chug Savings!/

Discount Code: THIRSTY/REFRESHING/BUYMEADRINK/AHH

Products:

<http://www.illiniline.com/UI/-Wood-Paddle-Bottle-Opener.aspx?ptype=3&pid=1341>

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Allen Co. - Boulder, Brook or New Chute, Doppo, dog water, Stoj