

OmegaXL Creative Brief – Welcome Email

Why Taking OXL is Important

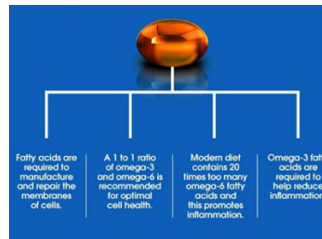
THE OBJECTIVE

To reduce any potential buyers' remorse

THE CREATIVE VISION

The focus of this email is to show why taking OXL daily is important for many other purposes than joint pain: **1-3 images may be needed to support the message**

- One image I like is the image of the pill with the 4 breakdowns of why your body needs OXL. **THIS IMAGE MAY NOT WORK IN IT'S CURRENT FORM FOR EMAIL**
- Maybe an Info-Graphic is needed – Something that works with mobile



- The importance of taking OXL 2x's/day
- Image of male and female body showing areas of body with joint pain

THE MESSAGE

- Thank the consumer for joining the OmegaXL family
- Congratulations! You've taken the first step for a healthy and active lifestyle
- DID YOU KNOW?
 - Taking OmegaXL daily is not only important for inflammation but the intake of Omega 3 & 6 daily is vital...
 - The human body has an avg. of 360 joints – joint lubrication is vital to them all

THE VALUE / BENEFITS

- what we do best (image of customer serv. Icon)
- Let consumer know we are here to help if they have any questions
- You can easily modify your account through our [online form](#) or call our customer service dept. directly
- Customer service phone #

OmegaXL Strategy – Welcome Email

Why Taking OXL is Important

THE STRATEGY

- Personalization
- Test copy, design & button colors
- Test Subject lines: short vs. long
- Test send times: 6am-8am vs. 8pm-midnight
- Test send days: Sunday through Saturday
- Test Emoji's: With vs. Without
- Automate (part of a drip sequence)
- Always provide an offer
- Track the analytics