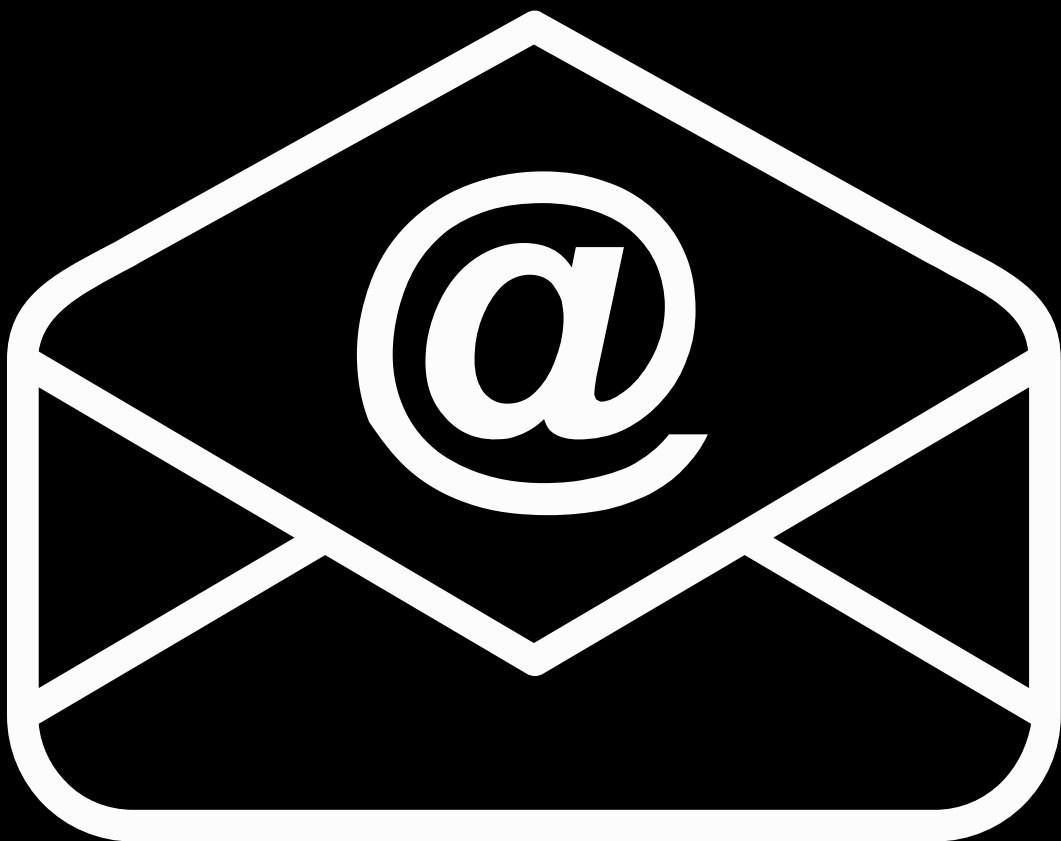


EMAIL MARKETING

TASK: Create a 3 step email marketing sequence for an abandoned cart for TTT Academy. Identify the stages of the funnel you're writing the email sequences for.



TTT NAAM TOH SUNA HI HOGA

Hello there, remember us? You were recently on our website and added our favorite writing course to your cart but it seems you have forgotten about it.

Don't worry, we have got your back.
Take control of your career by choosing WTS PRO.



*Move kariye towards your cart
Improve kariye aapki art
Suniye apne dil ki baat*

Return to Cart

For further queries contact us at
support@mail.terriblytinytales.com

Don't be a Ghajini, Remember your Cart!

*Kaise mujhe tum bhool gaye?
Forgetfulness pe aaye na yakeen :(*

If you too suffer from short term memory loss, we are here to freshen up your mind and take you back to the reasons you may want to consider WTS PRO.

**Live Classes
with Experts**

**Community
Building**

**Graded
Assignments**

**100% Placement
Assistance**

**Certificate of
Completion**

**Lifetime Access
to Job Portal**

Click here
to Checkout

Back to Cart

For further queries contact us at
support@mail.terriblytinytales.com

Jiyo, Khush Raho, TTT Enrollment Karo. Kya Pata, Kal Ho Naa Ho..

Life is short, and there's no better time than now to invest in yourself. Move towards the checkout for a once in a lifetime opportunity and discount.

Course Fees

 70% Exclusive Discount - Valid Only Till 3rd March, 24

₹14,499/- ~~₹48,330/-~~

Embrace the writer in you and start living your best life today!

Offer Expires Tonight @ 11 PM

For further queries contact us at
support@mail.terriblytinytales.com

WHAT and WHY

Email #1: Awareness Stage

The first slide mail email focuses on the "awareness" stage. The subject line (*naam toh suna hi hoga*) and content aim to create awareness about the abandoned cart and the importance of seizing opportunities. The 3 line poem also focuses on listening to their hearts and going towards the carts.

Email #2: Consideration Stage

The second slide mail centers on the "consideration" stage. Again the subject line (*don't be a Ghajini*) tries to remind them of their cart. This time I have also included 6 great perks why one should enroll in the course.

Email #3: Decision Stage

The third slide mail relates to the "decision" stage. By reminding users that life is short and opportunities should be seized because *kal ho naa ho*, it encourages them to take action and complete their enrollment. Providing a great discount offer and giving them a deadline will make them want to act fast. The mail also tries to push that enrolling this course will lead to a great life and career if they are interesting in writing.

OVERALL:

I have tried to use famous Bollywood references and immediate call to actions in each mail. I have also tried to use humor and tried to make them as personal and directed to the reader as possible.

*ek TTT course ki keemat,
tum kya jaano ramesh babu?*



STOP WASTING TIME
START WRITING NOW