

## FEASTbox Emails

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### **Recharge Subscription Activated Email**

#### **Obj: Welcome To The Family**

Header = WELCOME TO THE FEAST FAM

Copy = You just made the most delicious choice of your life!

Body Copy = (see below)

Hi {{ contact.firstname }},

It's official! You scored a seat in the cool kid club. Here's how to pick your FEASTbox meals each week:

- 1) You'll get an email reminder each week when it's time to select new cuisines.
- 2) Click the link in the email to sign-in to your FEASTbox account.
- 3) Select "Pick your Meals" and have at it! Try not to get too hungry in the process.

Important notes: your meals will arrive the same day every week unless you change your subscription plan. This date can be seen/changed by selecting "Manage Subscription." You can skip weeks or cancel anytime. You must choose your meals or make edits by the day before your weekly charge goes through, or we'll choose our faves and send them your way instead. If you haven't already, finish setting up your account [HERE](#).

TLDR: choose food, eat food

Feast on,  
The FEASTbox Team

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### **Recharge Subscription Canceled Email**

#### **Obj: Subscription Canceled**

Header = SUBSCRIPTION CANCELED

Copy = The food will miss you and we will too.

Body Copy = (see below)

Hi {{ contact.firstname }},

Your subscription with FEASTbox has been canceled and you will not be billed for future orders. We were just getting to know each other and your impeccable taste in feasts, so resubscribe at any time by logging into your account and updating your subscription there.

Feast again someday soon,  
The FEASTbox Team

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### **Recharge Choose Your Meals Email**

#### **Obj: Choose Your Next Meals**

Header = CHOOSE NEXT WEEK'S MEALS  
Copy = Your options are: tasty, tasty, or tasty.

Body Copy = (see below)

**Hi {{ contact.firstname }},**

THE TIME HAS COME! Try not to scream from excitement, we have that covered! Hop on over to the FEASTbox website to choose the contents of your next box. The day before your next charge date of **DATE** is the last day to choose your meals, but feel free to leave the choosing to the Feast Gods and be surprised.

Feast on,  
The FEASTbox Team

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### **Shopify Order Confirmation Email**

#### **Obj: Order Confirmed**

Header = ORDER COMPLETE  
Copy = Get ready to grub!

Body Copy = (see below)

**Hi {{ contact.firstname }},**

It's time to GET HYPE! Your FEASTbox order is underway. It will be delivered to your doorstep in feast-worthy fashion (meaning insulated with ice packs). Got questions? Hit us up by using the on site chat bubble.

Feast on,  
The FEASTbox Team

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### **Pop Up Welcome 1**

**Obj: Welcome to FEASTbox (sent right as they sign-up through pop-up)**

Subject = Get Ready To FEAST! 😊🍴

Preheader = Here's That 20% Discount Code

Header image copy = 20% Off Never Tasted SO GOOD!

Body text = (see below)

**Welcome to FEASTbox, {{ contact.firstname }}!**

What an epic decision you've made! 20% off a box for whatever your feasty needs may be. We welcome you with open arms, rumbling bellies, and flavor-packed goodness. Well, *our* bellies aren't rumbling (we already had a FEASTbox) but I bet 10 bucks yours is.\*

20% off never tasted so good! Use discount BLAH to claim your box.

\*we're not paying you \$10

Bottom Header = Ready to Order?!

Paragraph = With our feasts, you never know what new dishes are being served. Gotta keep you on your toes.

CTA = See Menu

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### **Pop Up Welcome 2**

**Obj: Don't forget to get 20% off your event box (sent 1 day after signing up reminding them about discount)**

Subject = How 'Bout That Discount? 💰

Preheader = 20% Off A FEAST!

Header image copy = 20% off. Take it. Do it.

Body text = (see below)

**Don't lose out, {{ contact.firstname }}!**

It's waaaaaaaiting. Take 20% off your event FEASTbox. Do it. Here's your code: BLAH.

Bottom Header = Let's Make That Mouth Water

Paragraph = We've captured our meals in high-def on our smartphone which is a fancy way to say there are pretty cool pictures.

CTA = Start Drooling

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### **Exit Intent Welcome 1**

**Obj: Here's your \$30 discount code (sent after they sign-up on exit intent popup)**

Subject = You Got \$30 Off! 🍷

Preheader = We Love A Good Discount

Header image copy = We Eat Discounts for Dinner!

Body text = (see below)

**Hey {{ contact.firstname }}!**

Way to snag that \$30 discount! Little known fact: discounts make a delicious side-dish for a FEASTbox. Use code BLAH at checkout to apply it.

Bottom Header = Do You Know About Full of Hope?

Paragraph = We partner with them to feed families in need. For every box you purchase, we donate a meal. So you eat good AND do good. #Swaggy

CTA = Check Them Out

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### **Newsletter Welcome 1**

**Obj: Thanks for signing up (confirmation email that they are on the list to receive exclusive emails)**

Subject = Welcome To The FEAST FAM! 🙌👏

Preheader = You Did Good

Header image copy = Welcome to the FEAST FAM!

Body text = (see below)

**We love ya already, {{ contact.firstname }}!**

You just signed up to get epic updates on the most epic box of epic food in the epic world. Now that's pretty cool (or should I say epic?).

Bottom Header = All This Epicness Working Up an Appetite?

Paragraph = Hop on the menu page and satisfy that hunger.

CTA = Visit Now

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### **Abandoned Cart 1**

#### **Obj: Forget something?**

Subject = Your Food Is Getting Cold 🥶

Preheader = Don't Forget To Check Out!

Header image copy = There's Food in Your Cart!

Body text = (see below)

**You're so close, {{ contact.firstname }}.**

You've added some delicious goodies to your cart, but there's one tiny detail you've forgotten... you have to check out too! What did you pick? BBQ? Fusion? Ooooh, I bet you went for that Chef's Special huh? Now THAT is a choice you won't regret.

Bottom Header = Need a Memory Refresh?

Paragraph = Check out our menu page for our delicious feast options.

CTA = See Menu

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### **Abandoned Cart 2**

#### **Obj: Your cart is expiring**

Subject = We Have To Empty Your Cart Soon 😞

Preheader = You're Giving Us No Choice! 😭

Header image copy = There's Food in Your Cart!

Body text = (see below)

**Hey {{ contact.firstname }}!**

You're so close to feasting on the good stuff! Head back to your cart now and check out. We'll have to empty it soon and that's just way too sad.

Bottom Header = Need a Memory Refresh?

Paragraph = Revisit our menu page for our delicious feast options.

CTA = See Menu

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### **Browse Ab 1**

**Obj: See something you liked?**

Subject = See Something You Liked? 🍴

Preheader = Head Back to FEASTbox.com!

Header image copy = It's Time to FEAST!

Body text = (see below)

**It's time, {{ contact.firstname }}!**

Sink your teeth into delicious, clean, hand-prepped goodness weekly. You'll never get bored with our food, because boredom is the 8th deadly sin, and we're good children.

Bottom Header = Need a Memory Refresh?

Paragraph = Revisit our menu page for our feastilicious options.

CTA = See Menu

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### **Post-Purchase Influencer Subscription Upsell**

**Obj: Lock in your price (get one-time subscribers coming from influencers to subscribe, lock in \$149.95 price. Add element of personalization that calls out the influencer that sent them here)**

Subject = A Huge Thanks To You! 🍴

Preheader = Here's An Epic Deal 💰

Header image copy = Lock in at \$149.95

Body text = (see below)

**Welcome {{ contact.firstname }}!**

We're so thankful [INFLUENCER NAME] introduced you to FEASTbox! To show our appreciation, we've got a subscription price for you to lock in for life. We all gotta eat, everyday, for the rest of our lives... that's a lot of effort, so leave the effort to us. Plus, thanks to you, every purchase means a meal is donated to a family in need. Use code BLAH to lock in your subscription at \$149.95.

Bottom Header = Order Ahead

Paragraph = With our feasts, you never know what new dishes are being served. Gotta keep you on your toes.

CTA = See Menu

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### **Post-Purchase Subscription Upsell**

**Obj: Subscribe & save w/ benefits of subscribing**

Subject = FREE Breakfast For Life 🍳🥓

Preheader = Subscribe & Save

Header image copy = How About Breaky For Life?!

Body text = (see below)

**Smell that, {{ contact.firstname }}?**

It's sizzling bacon, crispy hashbrowns, and cheesy scrambled eggs. Right now, if you subscribe to a weekly FEASTbox, you lock in free breakfast for basically ever (or until you cancel). That's a whole lotta good grub for only \$8.50 per person.

Bottom Header = Introducing Full of Hope

Paragraph = We partner with them to feed families in need. For every box you purchase, we donate a meal. So you eat good AND do good. #Swaggy

CTA = Check Them Out

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### **Post-Purchase Event Box Upsell**

**Obj: Try out our event boxes (info on various event boxes we offer)**

Subject = Hosting Soon? 🎉

Preheader = How Bout Some Grub!

Header image copy = Parties Never Tasted SO GOOD

Body text = (see below)

**We love a good party, {{ contact.firstname }}!**

But we love a party that requires zero cooking and minimal effort even more! Host a memorable one with an Event Box for 5, 10, or 20 adults (or a whole lotta babies, to each their own).

Bottom Header = Curious About the Cuisines?

Paragraph = Visit our Event Box menu page for our feasilicious options.

CTA = See Menu

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### **Post-Purchase Spread the Love**

**Obj: Tag us on instagram (tag us in a post for a chance to be featured on our instagram)**

Subject = Thanks For Buying 🙏

Preheader = Tag Us On Insta

Header image copy = We Love a Good Post

Body text = (see below)

**Hey {{ contact.firstname }}!**

Thank you for your purchase! Tag us on social for a chance to be featured on our page. You could get FAMOUS! You probably won't, but we'll appreciate ya.

Bottom Header = Introducing Full of Hope

Paragraph = We partner with them to feed families in need. For every box you purchase, we donate a meal. So you eat good AND do good. #Swaggy

CTA = Check Them Out

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### **Post-Purchase Refer A Friend**

**Obj: Give \$50, Get \$50**

Subject = Friends Need Food Too! 😊

Preheader = Give Em \$50, Get \$50

Header image copy = Buy Your Friend's Love

Body text = (see below)



**Hi {{ contact.firstname }}!**

You know, you can do more than just brag about your FEASTbox to friends. Refer them to us and they'll get \$50 off AND you'll get \$50 off. You're happy, they're happy, we're happy, everybody's happy! And don't forget, every box purchased is a meal donated to a family in need. Just so much happiness!!!

Bottom Header = More on Full of Hope

Paragraph = We partner with them to feed families in need. For every box you purchase, we donate a meal. So you eat good AND do good. #Swaggy

CTA = Check Them Out

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### **Post-Purchase FOH**

**Obj: Share story and tag Full of Hope**

Subject = Share Your Story 🍌

Preheader = We All Understand The Importance Of Food

Header image copy = It's Storytime!

Body text = (see below)

**Hey {{ contact.firstname }}!**

We all understand how important food is and a lot of us have been touched by hunger – whether that be personal experience, seeing hunger through a friend or family member, or depictions of hunger around the world. It's a hardship that touches everybody. Post your story on social media and tag Full of Hope Charity. By spreading stories about hunger, we hope to raise awareness and feed those in need.

Bottom Header = Learn More About Full of Hope

Paragraph = We partner with them to feed families in need. For every box you purchase, we donate a meal. So you eat good AND do good. #Swaggy

CTA = Check Them Out

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### **QuickFresh Former/Existing Customers**

**Obj: push Family FEASTbox**

Subject = Introducing FAMILY MEALS! 😊👨👩👧👦

Preheader = Delish Grub Feeding 5+

Header image copy = MEET FEASTBOX / FEED THE WHOLE FAM

Body text = (see below)

**Big news, {{ contact.firstname }}!**

You're used to the delicious, ready-made, single-serving meal subscription service QuickFresh provides. But what if we told you we found a solution to feeding the WHOLE family?! FEASTbox, a new Utah-based company, has launched the Family FEASTbox.

Each family box has 3 meals, with 5+ servings in each, meaning 3 less dinners you need to scramble for during the week. The meals rotate weekly and fall under five categories: BBQ, Mexican, Italian, Asian Fusion, and a Chef's Special. They're pre-cooked, sealed, and packaged with ice just like QuickFresh meals!

Get back to the dinner table with fresh, clean, restaurant-quality food that costs a fraction of the price of restaurant delivery. And since we know you're going to love it, they gave us a special discount to share for \$40 off your first box!! Use discount code FEAST40 at checkout for either a Family FEASTbox or Event FEASTbox (one meal that feeds more).

CTA = ORDER NOW

Bottom Header = Every Order Feeds Another

Paragraph = FEASTbox partners with Full of Hope to feed families in need. For every box purchased, they donate a 5-serving meal. So you do good and eat good.

CTA = Visit Full of Hope

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**Upsell #1 (price and free breaky)**

**Audience: Influencer one-time**

**Obj: Upsell to get people on subs (\$8.50/person, free breakfast – remind them of discount code and to lock in price at \$149.95)**

Subject = Ready For Another Box? 📦 😊

Preheader = Lock In \$149.95!

Header image copy = TIME FOR ROUND TWO

Body text = (see below)

**Hi {{ contact.firstname }}!**

You're a member of the cool kid's club. Keep that membership fresh by ordering your next FEASTbox! Lock in your price of \$149.95 by using the unique influencer discount code you used the first time. How do you like dem apples?! Okay maybe not apples... maybe brisket... or spaghetti... apples are currently not included in our boxes.

Bottom Header = IT'S WAAAAAITING

Paragraph = Our menu rotates, so snag your box before your faves disappear, although we're sure you'll always find something you love.

CTA = ORDER NOW

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**Upsell #1 (price and free breaky)**

**Audience: non-purchasers**

**Obj: Upsell to get people on subs (\$8.50/person, free breakfast)**

Subject = Lock In Free Breakfast! 🔍😄

Preheader = Only \$8.50 Per Meal

Header image copy = SNAG FREE BREAKY!

Body text = (see below)

**Hi {{ contact.firstname }}!**

You're almost a member of the cool kid's club! Lock in free breakfast for the life of your subscription! That's only \$8.50 per meal. How do you like dem apples?! Okay maybe not apples... maybe brisket... or spaghetti... apples are not currently included in our boxes.

Bottom Header = IT'S WAAAAAITING

Paragraph = Our menu rotates, so snag ya box before your faves disappear, although we're sure you'll always find something you love.

CTA = ORDER NOW

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**Super Bowl Box #1**

**Audience: all**

**Obj: Sell Superbowl box (prepare for the big game)**

Subject = Order A Feast For The Big Game 🏈🎉

Preheader =

Header image copy = IT'S ALMOST GAME DAY, BABY!

Body text = (see below)

**Hey {{ contact.firstname }}!**

The big day is quickly approaching and we're still debating what's better... the game, the commercials, or the FOOD. We're leaning food and we're not biased at all. Let all your Super Bowl dreams come true by scoring an Event FEASTbox that feeds 10, 15, or 20 people. All your favorite players, I mean entrées, in one place with delicious, clean ingredients.

CTA = See Menu

Bottom Header = Want to Feed Your Family Weekly?

Paragraph = Subscribe to our weekly Family FEASTboxes to snag free breakfast for life!

CTA = Subscribe Now

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**Upsell #2 (convenience)**

**Audience: Influencer one-time**

**Obj: Upsell to get people on subs (family time, stress-free, save time – remind them of discount code and to lock in price at \$149.95)**

Subject = Your Next Box Is Waiting 📦 😊

Preheader = Stop Cooking Already!

Header image copy = CLEAN YOUR FACE, NOT YOUR PLACE

Body text = (see below)

**What's crackalackin', {{ contact.firstname }}?**

A FEASTbox subscription means 3 less meals you have to cook every week. Instead, sit back, kick your feet up, and force your teen to heat up the delicious grub following the simple reheating instructions. It doesn't get much more convenient than that.

Bottom Header = STOP COOKING ALREADY

Paragraph = It tastes delish, brings the fam together, AND requires minimal cleanup? Guess there is such a thing as Heaven on earth.

CTA = ORDER NOW

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## Upsell #2 (convenience)

**Audience: Non-purchasers**

**Obj: Upsell to get people on subs (family time, stress-free, save time)**

Subject = Stop Cooking Already! 🧑🍳🔍

Preheader = Only \$8.50 Per Meal

Header image copy = CLEAN YOUR FACE, NOT YOUR PLACE

Body text = (see below)

**What's crackalackin', {{ contact.firstname }}?**

A FEASTbox subscription means 3 less meals you have to cook every week. Instead, sit back, kick your feet up, and force your teen to heat up the delicious grub following the simple reheating instructions. It doesn't get much more convenient than that.

Bottom Header = STOP COOKING ALREADY

Paragraph = It tastes delish, brings the fam together, AND requires minimal cleanup? Guess there is such a thing as Heaven on earth.

CTA = ORDER NOW

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## Super Bowl Box #2

**Audience: all**

**Obj: Sell Superbowl box (increase urgency, last chance to get it before the big game)**

Subject = Ready For The Big Feast?! I Mean, Game? 🏈🍗

Preheader = Last Chance To Eat BIG

Header image copy = IT'S ALMOST GAME DAY, BABY!

Body text = (see below)

**Hey {{ contact.firstname }}!**

This is your LAST CHANCE to score a delicious FEASTbox for your friends and family to devour during the Super Bowl! Let all your game day dreams come true by ordering an Event FEASTbox that feeds 10, 15, or 20 people. All your favorite players, I mean entrées, in one place with delicious, clean ingredients.

CTA = See Menu

Bottom Header = Want to Feed Your Family Weekly?

Paragraph = Subscribe to our weekly Family FEASTboxes to snag free breakfast for life!

CTA = Subscribe Now

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**Upsell #3 (flavor, fresh, real ingredients)**

**Audience: Influencer one-time**

**Obj: Upsell to get people on subs (real ingredients, real people, real pizza Papa Johns – remind them of discount code and to lock in price at \$149.95)**

Subject = Lock In \$149.95! 📦 😊

Preheader = Ready For Another Box?

Header image copy = SUBSCRIBE & SAVE

Body text = (see below)

**Hi {{ contact.firstname }}!**

Real ingredients, real people, Papa... FEASTbox. Who doesn't love fresh, natural ingredients thrown together to make epic, mouthwatering grub? Lock in your price of \$149.95 by using the same unique influencer discount code you've used before.

Bottom Header = IT'S WAAAAAITING

Paragraph = Our menu rotates, so snag ya box before your faves disappear, although we're sure you'll always find something you love.

CTA = ORDER NOW

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**Upsell #3 (flavor, fresh, real ingredients)**

**Audience: Non-purchasers**

**Obj: Upsell to get people on subs (real ingredients, real people, real pizza Papa Johns)**

Subject = Lock In \$8.50/Person! 📦 😊

Preheader = Ready For A Box?

Header image copy = SUBSCRIBE & SAVE

Body text = (see below)

**Hi {{ contact.firstname }}!**

Real ingredients, real people, Papa... FEASTbox. Who doesn't love fresh, natural ingredients thrown together to make epic, mouthwatering grub? Lock in free breakfast for the life of your subscription by subscribing now!

Bottom Header = IT'S WAAAAAITING

Paragraph = Our menu rotates, so snag ya box before your faves disappear, although we're sure you'll always find something you love.

CTA = ORDER NOW