

**Disclaimer:** I have never worked for this company. The following is an example of how I would write a promotional email campaign for them based on realistic promotions and events they host.

## The Stay Wet, Wet Season sale at Onboard Store, Bali

- The following is an email campaign for a seasonal promotion to sell more surfboards. Customers will receive a free set of fins with every board purchase.
- The average board costs upwards of 9.5 mill IDR(550 Euro) and fins 1.5 mill IDR(87 Euro).
- It is a hardcore shop that sells high-end products.

Notes for the reader:

During Indonesia's rainy season, the waves get smaller and lose power. Many surfers get lazy this time of year because they don't have the right boards for the conditions hindering their performance.

However, with the right board, you can still surf every day of the year and not have to slow down your surfing or adjust your style.

With less tourism and fewer surfers coming on missions for big waves, board sales decrease.

### First email

**Address the problem:** The waves are less powerful this time of year. You can quickly lose motivation as a surfer because you may not see yourself progressing.

**Solution:** Need a board to match such conditions

**Buyer's journey:** Why do I need a new board?

Email content:

- As the rains fall, the waves lose power; that is not a reason for your surfing to lose power, too.
- Announce the sales package to keep surfers excited and surfing more.
- Provide an explanation of how and why the conditions of the ocean change this time of year along with why equipment should adapt to changing conditions.
- The end result – surf more, surf better, and be ready to charge when the big swells of the dry season arrive. Serious goal for many people.
- CTA, pop into the shop, and check out our range of boards.

## Second email

**Learn something helpful:** explain the science of having specific fins for your board and ocean conditions.

**Buyer's journey** –the so what– I already have fins; how does getting free fins with a board help me?

### Email content

- Explain how fins, board, and wave shape all correlate to a surfer's performance.
- A poor man's quiver is an arsenal of fins. Always keep two sets with you this time of year.
- CTA come into the shop anytime, and our in-house pros will look at your setup to help get more out of your equipment for free.
- Remind the reader of the sales deal.

## Third Email

### Social proof

**Buyer's journey:** So, I am thinking about a new setup. But how do I know what board will work best for me and the waves I surf? Is it all hype to sell a board? I have my doubts about myself and the industry.

### Email content

- Have some of the shop's pros, semi-pros, and workers(all levels so readers can relate) state what board & fins they use this time of year, where they surf, and why they like it, with pictures. (Surfers love inside intel of what others are riding, leading them to believe that the right board will change their surfing and life.)
- CTA, come into the shop, put a board under your arm, and see how it feels. (Putting a board under your arm is the equivalent of trying on a pair of shoes for a surfer.)
- Clearly state the sales deal.

## Fourth Email

### Keen interest/ discovery

**Buyer's journey:** This is all too overwhelming; I will chill on it, have a few sleeps, a few more surfs, and see if I can't get more out of these waves.

### Email content

- Based on actual events that the shop has whenever the head shapers are on the island.

- See the full email below.

## Final Email

**Buyer's journey:** Is it too late to get a good deal on a board? We are well into the wet season. Is it still worth it? Oh, wait, but the dry season is coming. Can I use this deal to get a new board for when the waves turn on?

**Urgency:** Announce the days left on the deal.

### Email content

- Clearly, state boards are on sale until XX date.
- There are still X months left of the wet season before the winds change and the waves turn on.
- Mention that they can also use this opportunity to prepare for the dry season, different boards and fins are needed for bigger waves.
- Get the deal while it's on; you won't regret it.

## Email four:

Subject line:

**Free pizza & beer, this Thursday, with Chris Christenson & Joel Fitz**

Heading:

You're invited to an evening of surf talk with master surfboard shapers Chris Christenson and Joel Fitz as they discuss the intricacies of board design and what works best for the wave machine that is Bali.

- Beers start flowing at 6pm, Thurs, Dec 06, at OnBoard Store in Padang Padang[url-map link]
- 7pm, live Q&A, hosted by Chris Christenson and Joel Fitz.
- Learn more than you thought possible about what goes into board design from world renowned shapers.
- Place custom orders directly with the shapers.

**Pizza, beer, and surfboards, what could be better?!?**

Afterwards, have some beers and a feed on us.

Chris and Joel are here to hangout with you and **take custom orders**.

Don't miss this rare opportunity to gain in depth knowledge from masters of the craft and have them create your very own custom board.

All boards, custom ordered or off the rack come with free fins as a part of our wet season sale.

See you this **Thursday**, and get all your questions answered with an ice cold beer.

Thanks from the OnBoard Team – Stay Wet and Keep Charging.