

# 30 Email Ideas for When You're Not Sure What to Send

Email makes it possible to reach your audience more directly than many other marketing channels. And while it can sometimes be difficult to figure out what to send, once you have a better understanding of the types of emails you can use, you'll be able to put together a plan to get the results you're looking for. In this guide, we'll take a look at 30 ideas you can use when planning your next email campaign!

## 1. Anniversary

*Celebrate with your readers.*



**Tasty Burger**

**CELEBRATE OUR BIRTHDAY!**

**Our Gift to You**  
**\$2 Hamburger or Cheeseburger**

Served Today, Monday, November 17th, 2014 only at the original Tasty Burger Fenway location from 11AM - Close. EVERY 100TH BURGER SOLD, TASTY FAN WINS PRIZE!!



## 2. Weather

*Share weather-related updates.*



globally inspired burritos

**boloco**

It's a bolovortex!  
 The snow keeps on coming, and so do the super cold temperatures. (Is that -2 we see in the forecast?)

Thursday	Today	28	9
1PM	2PM	3PM	4PM
☁	☁	☁	☁
25	27	27	27
5PM	5:11PM	28	Sunset
☁	☁	☁	☁

Friday: 19 / 2  
 Saturday: 23 / 18  
 Sunday: 19 / 1  
 Monday: 16 / 7  
 Tuesday: 27 / 23

Good thing we've got a way to warm you up...  
**Tomorrow (2/13),**  
 get any original-sized burrito or bowl for \$4 :)

And here's a little more good news:  
 We did some crazy, cool tech stuff so, this time around, the deal will be available with our centers, at our kiosks, and through online app ordering (leads up, extra charges are still extra, though :)

Stay warm! And eat burritos :)

## 3. Limited Edition

*Promote time-sensitive products.*



**WINE STATION**  
 Since 1992

2400 Bank Street, Ottawa ON, K1V 8S5  
 613.736.0121 info@winestation.ca

Mon-Tues 10am-6pm Wed-Fri 10am-5pm Sat & Sun 10am-5pm

**Now Making**



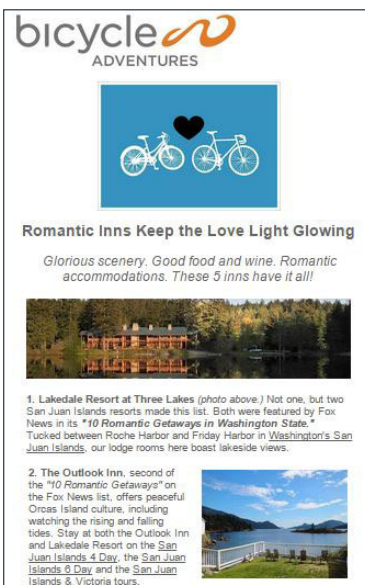
**Limited Edition Wines**

★★★★★


**Don't Miss Out On This Year's Limited Edition Wines!**

## 4. Best Of

*Share your best advice.*




**bicycle ADVENTURES**




**Romantic Inns Keep the Love Light Glowing**

*Glorious scenery. Good food and wine. Romantic accommodations. These 5 inns have it all!*



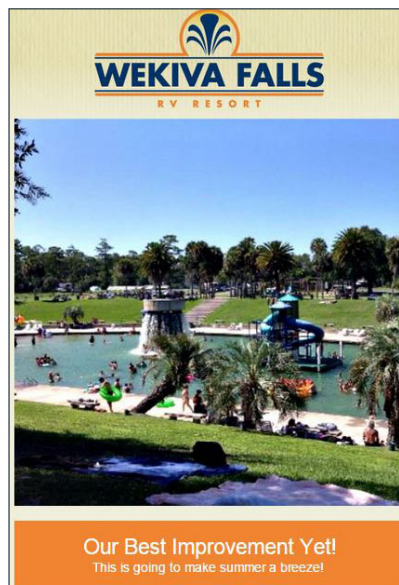
1. Lakedale Resort at Three Lakes (photo above.) Not one, but two San Juan Islands resorts made this list. Both were featured by Fox News in its "10 Romantic Getaways in Washington State." Tucked between Roche Harbor and Friday Harbor in Washington's San Juan Islands, our lodge rooms here boast lakeside views.




2. The Outlook Inn, second of the "10 Romantic Getaways" on the Fox News list, offers peaceful Orcas Island culture, including watching the rising and falling tides. Stay at both the Outlook Inn and Lakedale Resort on the San Juan Islands 4 Day, the San Juan Islands 8 Day and the San Juan Islands & Victoria tours.

## 5. Breaking News

*Share big news with customers.*



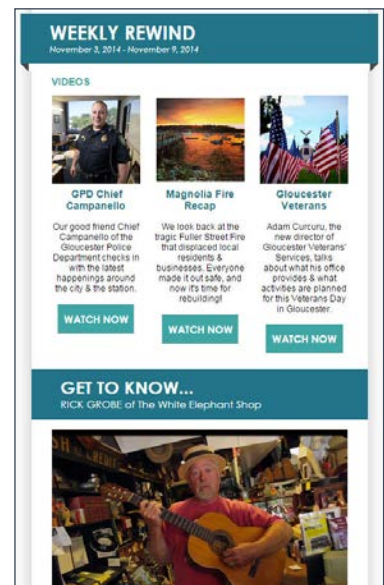
**WEKIVA FALLS**  
 RV RESORT



**Our Best Improvement Yet!**  
 This is going to make summer a breeze!


## 5. Digest

*Compile your latest resources.*



**WEEKLY REWIND**  
 November 3, 2014 - November 9, 2014


**VIDEOS**



**GPD Chief Campanello**

Our good friend Chief Campanello of the Gloucester Police Department checks in with the latest happenings around the city & the station.


**WATCH NOW**



**Magnolia Fire Recap**

We look back at the tragic Fuller Street Fire that displaced local residents & businesses. Everyone made it out safe, and now it's time for rebuilding!

**WATCH NOW**



**Gloucester Veterans**

Adam Curcuro, the new director of Gloucester Veterans Services, talks about what his office provides & what activities are planned for this Veterans Day in Gloucester.

**WATCH NOW**

### 7. End of Season

Include an end-of-season offer.

**Orange Cycle**  
Celebrating Cycling Fun Since 1972  
407-422-5832

The Season Is Over Up North - Just Starting Here!  
Closeout Specials!

**Camdenstate Rush Sifter 2.0 2014**  
reg \$1839 SALE \$1399

**Raleigh Capri 4.1 2014**  
reg \$1749 SALE \$1199

**Raleigh Venture 3.0 2014**  
reg \$429 SALE \$399

8" STRAWBERRY & RED VELVET HEART CAKES

8 inch cake.....\$40 + shipping  
For best shipping price, order by Wednesday, February 11th at noon.  
Will accept orders for rush delivery through Friday, February 13th at noon.

### 8. Event Invitation

Get the word out about your event.

**LUCKY DOG BOWLATHON**

**MARCH 15, 2015**  
**SUNDAY 4-7 PM**  
**BOSTON BOWL HANOVER, MA**  
PIZZA, PRIZES & MORE!

LEARN MORE AND REGISTER  
[www.FairyDogParents.org](http://www.FairyDogParents.org)  
OR CALL: 781-284-1001

A Fundraiser to Benefit:  
**FairyDogParents.org**  
Earn Your Wings

### 9. Thank You

Thank clients for their support.

**Franklin Cape Ann**

We can't tell you how excited we are that Franklin Cape Ann was voted North Shore Magazine Reader's Choice Award for Best Cocktail Bar.

We really do have the best customers!

To say thanks for all your support, we wanted to offer you something special...

Present this coupon to your server to receive a free appetizer with the purchase of any dinner entree.  
Coupon valid Sunday - Thursday, 8:00 - 9:00  
Limit one per party

**Enjoy a Free Appetizer on Us**

**September Wine Dinner**

Our September Wine Dinner is just a few weeks away on **Wednesday, September 18th at 7:00 pm.**

Seating is limited.  
Call Maria for details and to reserve your spot.  
**978-283-7888**

### 10. Holiday

Send a holiday-themed update.

Valentine's Day at Sugaree's Bakery

8" STRAWBERRY & RED VELVET HEART CAKES

8 inch cake.....\$40 + shipping  
For best shipping price, order by Wednesday, February 11th at noon.  
Will accept orders for rush delivery through Friday, February 13th at noon.

### 11. Follow Up

Follow up with new customers.

How to view and share your photos from Camp Unleashed

Photo by Kay Loveland

Hi everyone,  
Thank you all again for a truly remarkable session of Camp Unleashed. As I mentioned at camp, there are two ways to share photos.

For general sharing, we use Facebook so that your friends and other campers can easily see them. For high quality photos and photos that you think people may want to print and frame or that we might use in print media, we are also setting up a Shutterfly account and will email you instructions later today.

**For Facebook Sharing**

- 1) Post your photos on your own personal Facebook page and give them a "public viewing" setting.
- 2) Tag the people (if you know their names) in your photos so they (and their friends) will see that you posted their picture. Note: to tag someone, you may have to become friends first, if you're not already.
- 3) Please email Kim (kim@campunleashed.com) with the

### 12. Outreach

Reach out and ask for input.

**Work it Out**  
fitness studios

**Just Wondering...Are You Like Us?**

Want to make fitness and wellness attainable and enjoyable for everyone? Dream of building a community of dynamic people? Interested in making those dreams a reality?

**Let's Do It Together!**  
Contact us at [GrowWIO@workitoutgym.com](mailto:GrowWIO@workitoutgym.com)

Make sure to answer these **three** key questions:



**Tip:** Constant Contact's email templates make it easy to create emails your audience will love. You can easily insert text and photos, and change the colors to match your branding.

### 13. Newsletter

Send a monthly update.



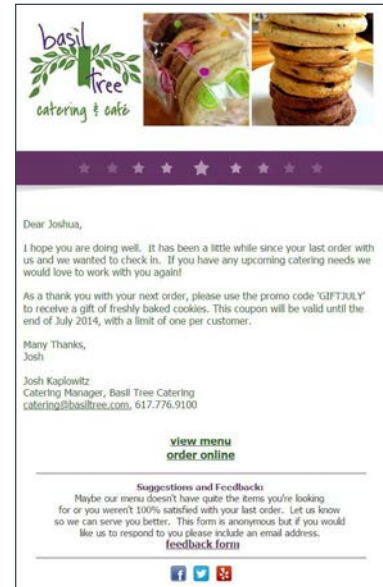
### 14. Raffle

Spark interest with a contest



### 15. Reengagement

Reengage your loyal customers.



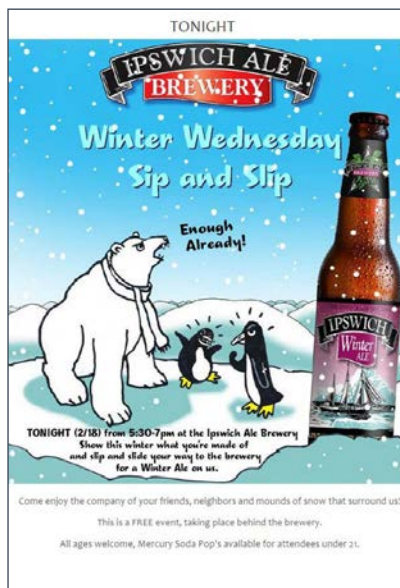
### 16. Sneak Preview

Give readers a sneak peek.



### 17. Seasonal

Add a seasonal theme to emails.



### 18. Sale

Promote sales & special events.



**Tip:** Photos are a great way to stand out in a crowded inbox. Use photos that reflect your brand and make a more personal connection with your readers.

### 19. Social

Ask people to find you on social.



Find us on **facebook**

**Like us on Facebook!**

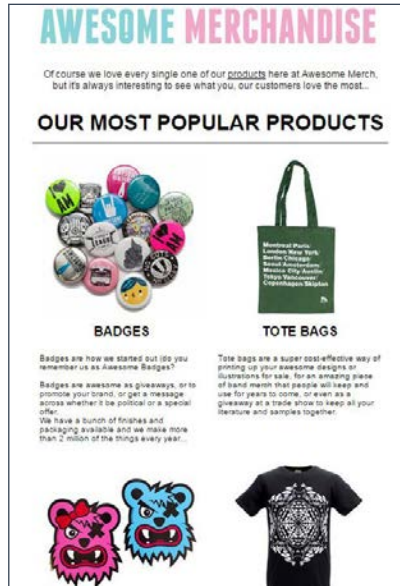
Like the Hendrick Hudson Free Library on Facebook for:

- Reminders of upcoming events and programs
- Information about library services
- Important community information from local agencies
- Interesting reviews and literary tidbits
- Photos from your favorite library events
- Contests
- Closings
- And much more...

Hendrick Hudson Free Library  
185 Kings Ferry Road  
Montrose, New York 10548  
914.738.9554  
[www.henhdffree.org](http://www.henhdffree.org)

### 20. Top Sellers


Highlight your popular products.



**AWESOME MERCHANDISE**

Of course we love every single one of our products here at Awesome Merch, but it's always interesting to see what you, our customers love the most...

**OUR MOST POPULAR PRODUCTS**




**BADGES**

Badges are how we started out (do you remember us as Awesome Badges?)



Badges are awesome as giveaways, or to promote your brand, or get a message across whether it be political or a special offer.

We have a bunch of finishes and packaging available and we make more than 2 million of the things every year...



**TOTE BAGS**

Tote bags are a super cost-effective way of printing up your awesome designs or slogans for sale. For an amazing piece of band merch that people will keep and use for years to come, or even as a giveaway at a trade show to keep all your literature and samples together.

### 21. Video

Send a video update.



**Rejuvenate**  
Therapeutic Massage

**+15 MILLION PEOPLE**

All About Zumba®

**New Year....New You!**

**4 Class Pass Only \$20!**  
Mon & Wed Classes, 6:30pm-7:30pm

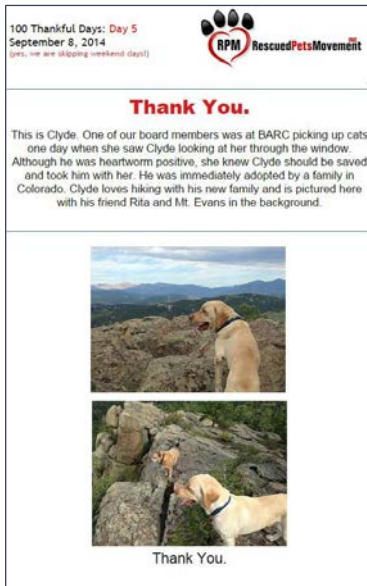
[Purchase Now](#)

Rejuvenate Massage & Wellness Center | TXME2933 | (915)873-7438 | [E-mail](#) | [Website](#)

[f](#) [t](#) [y](#)

### 22. Update

Update readers on your progress.





100 Thankful Days: Day 5  
September 8, 2014  
(yes, we are skipping weekend days!)

**RPM Rescued Pets Movement**

**Thank You.**

This is Clyde. One of our board members was at BARC picking up cats one day when she saw Clyde looking at her through the window. Although he was heartworm positive, she knew Clyde should be saved and took him with her. He was immediately adopted by a family in Colorado. Clyde loves hiking with his new family and is pictured here with his friend Rota and Mt. Evans in the background.

Thank You.

### 23. Featured

Highlight a product or service.



Next to **LAT 43°** 25 Rogers St. Gloucester MA  
[www.minglewoodtavern.com](http://www.minglewoodtavern.com)

**BANDS, BEER, AND TAVERN FOOD**

This week's featured bands at Minglewood are...

**BIG OL' DIRTY BUCKET**

This Boston based funk band Big Ol' Dirty Bucket is blazing a groove-laden trail across the indie/underground music scene...and arriving at Minglewood Tavern this Saturday!

The ten-piece band made their debut slugging out long sweaty sets of their all-original trademark funk in the beer-soaked, dimly lit music clubs of Boston's most notorious boroughs. Since then they have taken the funk world by storm with a wide range of influences and a dedication to soul and groove that can't be beat.

Check out their funkstastic sound:  
<http://www.bigoldirtybucket.com/>

Lets get this dance party started!



Big Ol' Dirty Bucket • "Mic Smoke" OFFICIAL VIDEO 2013

### 24. Free Shipping

Use free shipping to boost sales.



Shop Taza Tours Recipes [f](#) [t](#) [y](#)

**TAZA chocolate**

**The Nitty Gritty**

**Farewell to February!**  
Free shipping on orders of \$75+

**February 2014**  
**Chocolate & Cheese Pairing Class March 12**




Chocolate and cheese. Two of our favorite food groups, play especially well together. On March 12 at 10:30pm, join Formaggio Kitchen cheesemonger Julia Hallman and Taza Chocolate Events and Outreach Coordinator Suhayl Ramirez, for an evening of tasty and novel combinations.

They'll demonstrate how to pair Formaggio Kitchen's favorite cheeses with Taza Chocolate. Learn to create unique dessert flights, pair them with wine & beer, and integrate chocolate and cheese in unexpected ways; think along the lines of borboni!

Truth be told, February is not our favorite month. We're throwing it a going-away party with a **FREE** shipping offer, so you can stock up on delicious organic stone ground Taza treats to keep you smiling until the crocuses pop up.

Use code **FAREWELLFEB** at checkout to get **FREE** ground shipping\* on any order of \$75+, now through Friday February 28 at 11:59PM EST. Scroll down for instructions.

[Shop now.](#)



**Tip:** Invite readers to connect with you outside of the inbox by promoting your different social media channels. You can add social buttons to any email or send out an email specifically to attract new fans.

### 25. Survey

Ask for feedback from readers.



### 26. Reminder

Send deadline reminders to readers.



### 27. Welcome

Welcome customers to your list.



### 28. Coupon

Add a special offer to your email.



### 29. Back in Stock

Send product updates to customers.



### 30. Offseason

Send emails year round.



**Ready to get started?** Constant Contact's email templates make it easy to create effective marketing emails, so you can design your message in less time and get back to running your business! [Log in now to get started.](#)

# Helping small business do more business

**Constant Contact**® 

Visit [ConstantContact.com](http://ConstantContact.com)  
or call 1-866-289-2101 to learn more



Connect with Constant Contact. Everywhere.

