

## 1. Promoting new product launch, try to sell it, and pitch for annual membership

**Subject:** The moment you have all been waiting for! The Jewelry Box Launch!

**Body:**

Good Afternoon Michelle,

My name is Samantha Spearin and I am the project coordinator for Fab Jewelry! I hope you are doing well today.

I am reaching out to announce the product launch of our very own Jewelry Box! This is a subscription-based service that will allow you to receive a beautiful box of jewelry every month. After taking the short quiz [here](#), our very own team will analyze your personality and the types of jewelry you like to wear to create your personalized box.

What is extremely exciting is that each month you will receive your personalized jewelry which includes 5 different pieces. You have the option to choose which types of pieces you would like. Simply create an account and log in to your dashboard [here](#), and select earrings, necklaces, or bracelets for each of your 5 options. (You can change these options every month).



We are so excited to launch this frequently requested product! Take advantage of our discounted annual membership of \$77.99/year and receive 12 monthly jewelry boxes with custom pieces inside. Redeem this low rate until July 25th, use code **FAB10** at checkout!

Please reach out if you have any questions on how to get started!

Regards,

**Samantha Spearin**

*Project Coordinator*

*Fab Jewelry*

864.276.4935

## **2. Feedback about product email from a customer who purchased it recently**

**Subject:** Free Jewelry! Absolutely, because we value your opinion!

**Body:**

Hi Sarah,

This is Samantha Spearin with the customer service department of Fab Jewelry. I hope you are enjoying your personalized jewelry box.

I have noticed that you have received 3 of your subscription boxes and would love your feedback on the products. If you could, fill out the below questions about 3 of the products you have received so far. In return, I will be adding a 6th piece of jewelry to you next 2 boxes!

1. Type of Jewelry:
2. Material :
3. Feedback on quality:
4. Feedback on comfort:
5. Anything else you would like to add:

Again, we thank you so much for your business and we look forward to hearing from you!

Regards,

**Samantha Spearin**

*Customer Service Manager*

*Fab Jewelry*

864.276.4935

### **3. Offering refund/replacement email and objection handling**

**Subject:** Re: Damaged Jewelry Box Invoice #41345

**Body:**

Dear Kathy Bryant,

My name is Samantha Spearin and I am the head of the refunds department here at Fab Jewelry. Let me first apologize for the damaged box that has arrived at your home. We take great pride in making sure that we give quality products that make each of our customers satisfied.

I would like to offer to replace the items in that box completely free of charge. In addition, to show how much we honor you as a customer I would also like to offer a refund on your current monthly subscription box for the amount of \$25.99.

Please let me know if this will resolve the issue for you and reach out with any questions or concerns you may have.

Regards,

**Samantha Spearin**

*Refund Department Manager*

*Fab Jewelry*

864.276.4935

#### 4. Upselling email to the above customer after a month

**Subject:** Is VIP Status in your future?

**Body:**

Good Afternoon Simone,

This is Samantha Spearin from the Customer Service Department at Fab Jewelry. I hope you are enjoying your current subscription box.

I noticed that we were able to help you resolve some issues in the past and you have received 6 additional jewelry boxes without issue. I am reaching out to provide our top customers with a newly released VIP Box.

This box will include: 5 pieces of jewelry from our current subscription but will also include a personalized piece from the new line from Cartier. We have teamed up with Cartier to provide an exclusive line of new necklaces and bracelets that you will not find anywhere else!



If the exclusivity calls out to you, please click [here](#) to upgrade your current subscription and review the newest pieces from Cartier. *The VIP subscription here at Fab Jewelry is ONLY \$129.99 for the entire year! That is 72 different pieces of brand-name jewelry for \$129.99!*

We look forward to helping you embrace your inner VIP!

Regards,

Samantha Spearin  
Customer Service Manager  
Fab Jewelry  
864.276.4935

## 5. Influencer Outreach Email

**Subject:** We want to work with you!

**Body:**

Hi Laura!

My name is Samantha Spearin, and I am head of the marketing team here at Fab Jewelry. I recently viewed your Instagram page and saw that you have been working with some great companies, showcasing some of their products.

Based on the current content you are creating, I see that you are passionate about fashion, beauty, and being a strong woman which is a part of our mission statement. I believe that we stand for the same beliefs, which is why I think you would be a great fit for our paid influencer program.

We recently launched an exclusive subscription box with Cartier's new line and are looking to collaborate with like-minded women who would like to get paid to showcase some of our products.

If you decide that this is a good fit, we would give you 3 custom pieces every 2 months. The following are social media marketing requirements:

- ❖ Daily posting on your story of the pieces
- ❖ 3 weekly posts of each piece of jewelry
- ❖ All posts and stories must have @fabjewelry tagged
- ❖ Affiliate link in profile bio

For your hard work, we will be compensating you with \$50/week plus an uncapped commission of 20% on every sale made from your affiliate link.

We hope that you will consider working with us and if you are interested please email me back so we can move forward with the next steps.

Please reach out if you have any questions.

Regards,

Samantha Spearin  
Marketing Manager  
Fab Jewelry  
864.276.4935

## 6. Guest post outreach email

**Subject:** Proposal for a Guest Post

**Body:**

Good Afternoon Ms. Brown,

My name is Samantha Spearin and I am the content creator at Fab Jewelry. I hope you are enjoying this beautiful weather!

I am reaching out to see if you would be interested in accepting a new guest writer. I have been following your blog for a few years and have always loved the way you connect with women. When I took this position at Fab Jewelry, you immediately came to my mind.

I have teamed up with a company that really loves everything about women and empowering them. Your latest blog post about the beauty of all sizes was extremely inspiring. I have a few content ideas that I believe will align with your audience.

Here are some examples of my most recent work:

[Article 1](#)

[Article 2](#)

[Article 3](#)

I write completely original work for each guest post and this would be no different. This would be *exclusive* to your blog. We would also be showcasing your blog on our social media pages. I would love to provide an author bio as well as a live link for the guest post if you are interested.

Please feel free to get in touch with me to talk about what content will align with your schedule of upcoming posts.

Thank you so much for your time and I look forward to talking to you soon.

Regards,

Samantha Spearin

Content Creator

Fab Jewelry

864.276.4935

7. **Event Invite Email for product launch mentioned in email 1. A celebrity will launch that product. You are inviting some VIP customers.**

**Subject: Party of the Year!**

**Body:**

Hi Sherry!

You're  
Invited

This is Samantha Spearin from the event planning department at Fab Jewelry. I hope you are having a great week so far.

This exclusive event will be held on July 15th. This event is going to be showcasing our new Fab Personalized Jewelry Subscription Boxes! This is a huge event for us and we want to invite our VIP customers.

This event is hosted by the great **Beyonce Knowles!** You do not want to miss this!

Location: Hilton at 400 Mandalay Ave, Clearwater, FL 33767.

Time: 6pm until 10pm.

Please click the link [here](#) to rsvp by July 11th to secure your spot as spaces are limited. Please check the box if you plan on bringing a plus one.

We look forward to seeing you at this huge event! You do not want to miss out!

Please reach out if you have any questions.

Regards,

*Samantha Spearin*

Event Coordinator

Fab Jewelry

864.276.4935