AutoResponder

Day 0 – On the same day subscriber subscribe the page

- **Welcome Message** – Informing what they will receive in the future

- **Introducing Text** – more towards like friends conversation to lower down the barrier of “selling products” mindset.

- **Create Cliff Hanger** – generate curiosity

 **Example:** In a few days, I’ll send you more about life-saving gadget!

Day 2-3 (Dodow)

- Include Numbers in Tittle

 **Example:** Days without a good sleep? You can sleep in 20 minutes NOW

- Remind them who we are.

**Example:** Letting them know we made our promise to send them life-saving gadget content.

- Story Telling.

**Example:** How Dodow benefits me in sleeping… (Must relate back to the product)

- Keep it short (important)

- Create Cliff Hanger

**Examples:** Problem with backpain? Stay tuned and you will figure it out how I solve this and enjoying a better life…

Day 7-8 (Kailo)

- Include Numbers in Tittle

- Story-Telling

**Example:** How back pain and arm sore affect my lifestyle (Relate back to product)

- Ask questions with obvious answer, conversation should never be one sided.

- Keep it short (important)

- Create Cliff Hanger

**Example:** Now you fix your back pain problem, moving on to fix literally everything from holes in leaky plumbing to teared cable and more. Stay tuned.

Day 10 – Peeps Carbon Klean

Day 12-13 (Bondic)

- Problem solving

**Example:** How to save money from stop throwing things.

- Include Numbers in Tittle

**Example:** I save $250 from leaky plumbing by just using Bondic!

- Ask questions with obvious answer, conversation never should be one sided.

- Keep it short (important)

- Create Cliff Hanger

**Example:** All the precious memories can turn into digital now, easy to look back and enjoy, digitalize your VHS Tapes, Film and Photos to DVD & Digital! Stay tuned and see you soon.

Day 12- Airphysio

Day 15-16 (iMemories)

- Stating that we came earlier this time because we are too excited to show you this amazing stuffs

- Problem solving – how to keep and preserve your family memories forever.

- Ask questions with obvious answer, conversation never should be one sided

- Keep it short (important)

- Story Telling

**Example:** How I can easily looking back to all those precious memories.

- Create Cliff Hanger

**Example:** We all want a drone, but is too expensive. There’s one drone I newly bought and without the hefty price and complicated features, you could get it as well…. See you soon!

Day 18 – Kelvin 17

Day 21-22 (Quad Air Drone)- change to photostick omni

- Stating that we came late this time because great things are worth waiting for.

- Benefits of this amazing drone

- Keep it short (important)

- Story Telling

**Example:** How me and my son enjoy this amazing drone that everyone could afford.

- Create Cliff Hanger

**Example:** I found out this amazing websites selling tons of useful gadget, and I can’t wait to share with you. I’ll send you some amazing gift idea from this specific store in a few days.

Day 25-26 (MPG Premier Lady Watch Z10)

- Story Telling

**Example:** Recently I get this amazing lady smartwatch for my wife and she adores it!

- Features Summary

- Keep it short (important)

- Create Cliff Hanger

**Example:** More amazing gifts ideas and gadgets you could find out on this store, or else wait for me share to you the amazing gifts and gadgets I bought from them.

Day 29-30 (MPG LED Moon Lamp)

- Story Telling

**Example:** The amazing lamp I bought to decorate my room, it brings the relaxing atmosphere to me after a long day of working.

- Keep it short (important)

- Create Cliff Hanger

**Example:** Recently I bought a futuristic wireless gaming earbuds. It is their latest gadget! Levitate my gaming experience into a whole new level! Stay tuned my friend.

Day 32 (Horizon Neo 28 or 29)

- Features about this amazing latest gaming earbuds

- Keep it short but interesting

- Include some popular games to make the content more realistic

- Create Cliff Hanger

**Example:** My eyeglasses’ lens are always dirty, till I found out this professional eyeglass wiper, send you the details soon. (Peeps)

Day 35- Can add in keysmart

 **Day 40- Bed Scrunchie**

**Day 45- MPG premierplay v3**

**Day 50 - InflateRi**

**Objectives**

- Keep in touch with our subscribers, ensure them get involve in it.

- Generate the curiosity to ensure they are excited about the upcoming contents.

- Rather than playing a role in seller and buyer, we try no bond with the subscribers in a way of sharing interesting content to our friends.

- Subscribers would not feel like we are taking advantage from them, but giving them more benefits.

- Rather than being to content based or hard-selling, we could include sentence such as: Not interested in this product? It’s alright, STAY TUNED for more life-saving gadget, soon you will found one which is helpful.

- Turning email like a drama watching habits, make in like it is entertained rather than selling.

**Conclusion**

Nowadays, too many email we receive a single day, such as product based, workplace related, educational related, bills and more. We should create e-mail into something our subscribers are looking towards to it or not they will soon forget about us.