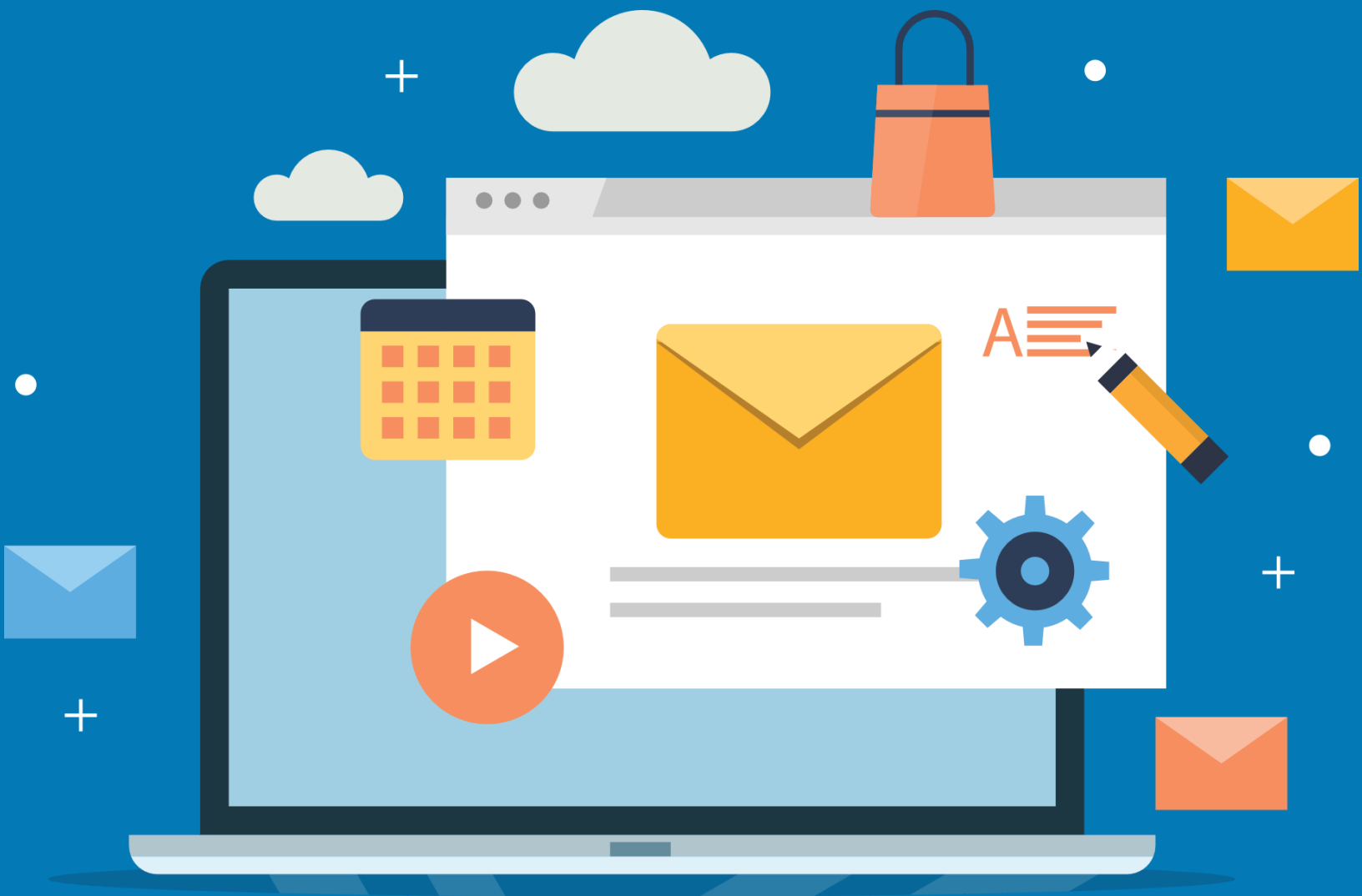




OptinMonster Presents

SALES PROMOTION EMAIL SERIES SCHEDULE GUIDE



Laidback

Schedule:

- Pitch
- Follow up #1 sent 1 week after pitch
- Follow up #2 sent 1 week after follow up #1

Great for:

- Product launches
- Webinars
- Higher end events

Standard

Schedule:

- Pitch
- Follow up #1 sent 2 days after pitch
- Follow up #2 sent 1 week after follow up #1

Great for:

- Most promotional campaigns



Aggressive

Schedule:

- Pitch sent in the morning
- Follow up #1 sent in the afternoon the same day as the pitch
- Follow up #2 sent days after follow up #1 (or less)

Great for:

- Flash sales
- Anything that needs quick hype