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friendbuy

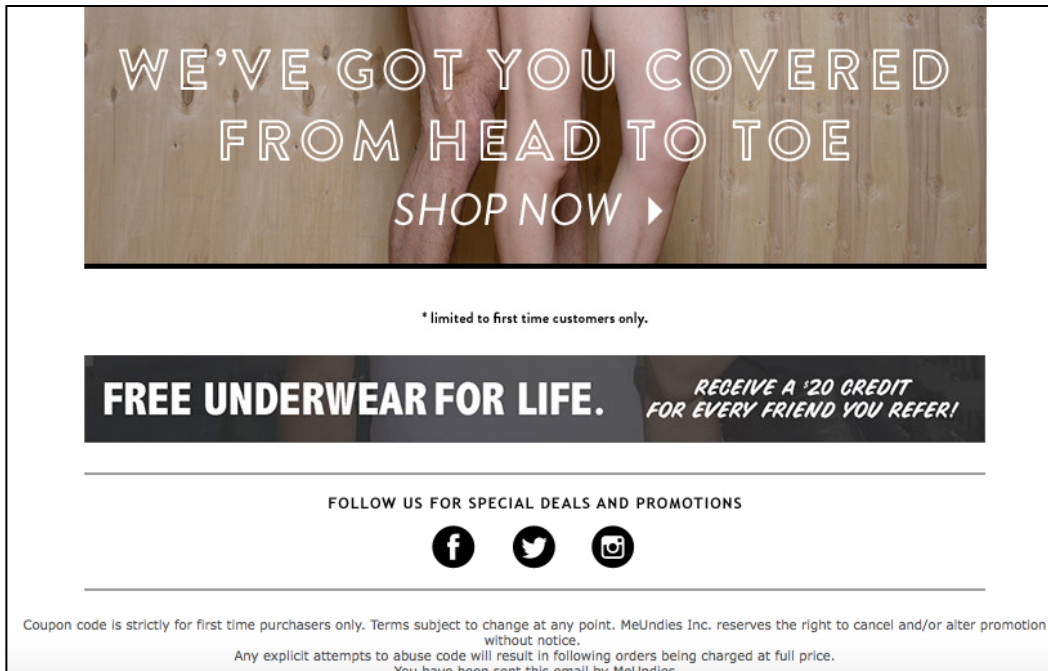
**Dedicated, Marketing &  
Transactional Emails**

[www.friendbuy.com](http://www.friendbuy.com)

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# Drive Traffic to the Referral Landing Page in Emails

MeUndies






WE'VE GOT YOU COVERED  
FROM HEAD TO TOE  
SHOP NOW ►

\* limited to first time customers only.

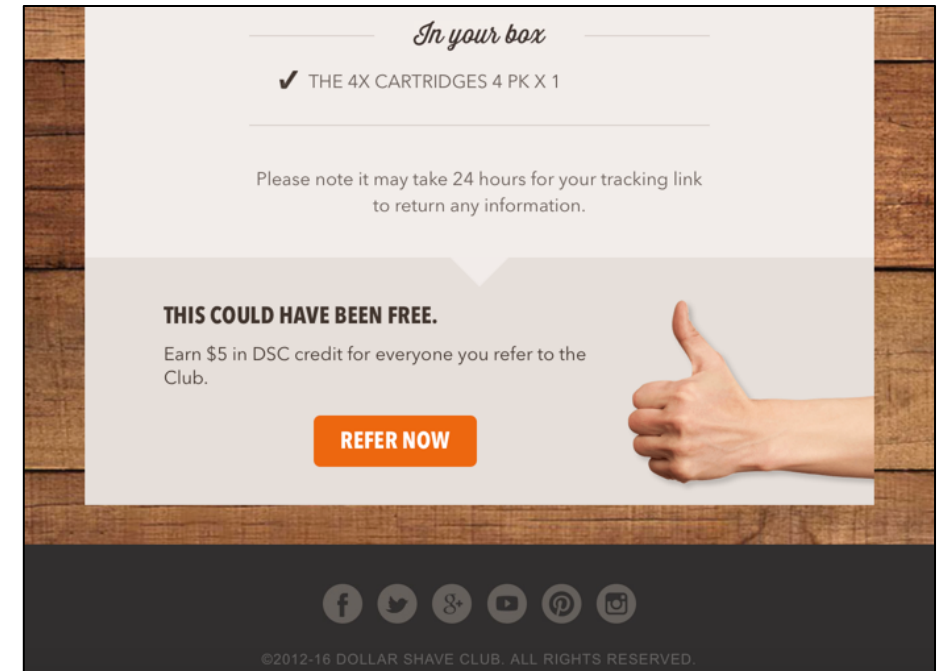
**FREE UNDERWEAR FOR LIFE.** *RECEIVE A \$20 CREDIT  
FOR EVERY FRIEND YOU REFER!*

FOLLOW US FOR SPECIAL DEALS AND PROMOTIONS

Coupon code is strictly for first time purchasers only. Terms subject to change at any point. MeUndies Inc. reserves the right to cancel and/or alter promotion without notice.  
Any explicit attempts to abuse code will result in following orders being charged at full price.  
You have been sent this email by MeUndies

 DOLLAR SHAVE CLUB




*In your box*







✓ THE 4X CARTRIDGES 4 PK X 1

Please note it may take 24 hours for your tracking link to return any information.

**THIS COULD HAVE BEEN FREE.**  
Earn \$5 in DSC credit for everyone you refer to the Club.

**REFER NOW**



©2012-16 DOLLAR SHAVE CLUB. ALL RIGHTS RESERVED.

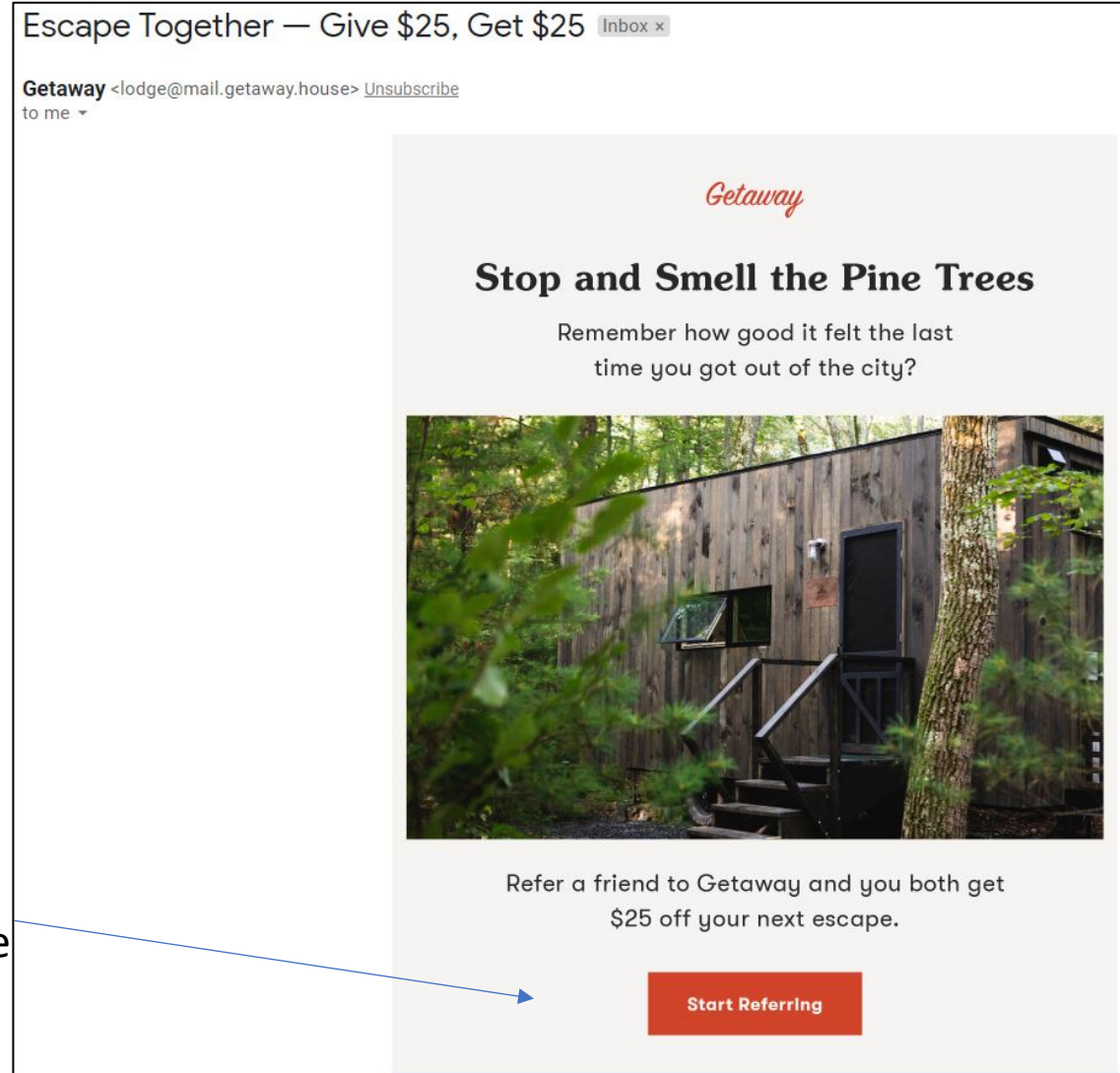
Transactional (order confirmation, shipping confirmation)  
Newsletters  
New Product Announcement

# Drive Traffic to the Referral Landing Page in Emails

Strong CTA in subject line →

Getaway sends a monthly Marketing Emails dedicated to the Refer-A-Friend program

Click-through goes directly to the Refer-A-Friend landing page →

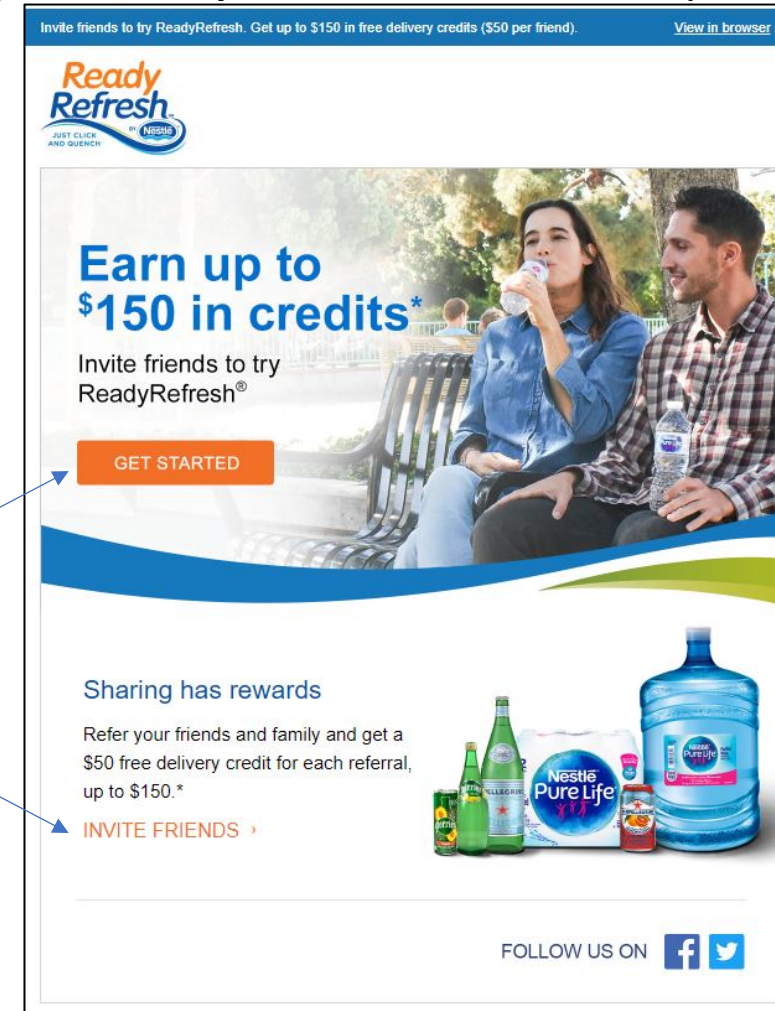


# Drive Traffic to the Referral Landing Page in Emails

Nestle ReadyRefresh sent a dedicated email to current members to provide a boost to the referral program. Results were strong and justified sending dedicated emails on a regular monthly cadence

Strong CTA in subject line: Get \$50 when you invite friends

Click-throughs go directly to the Refer-A-Friend landing page

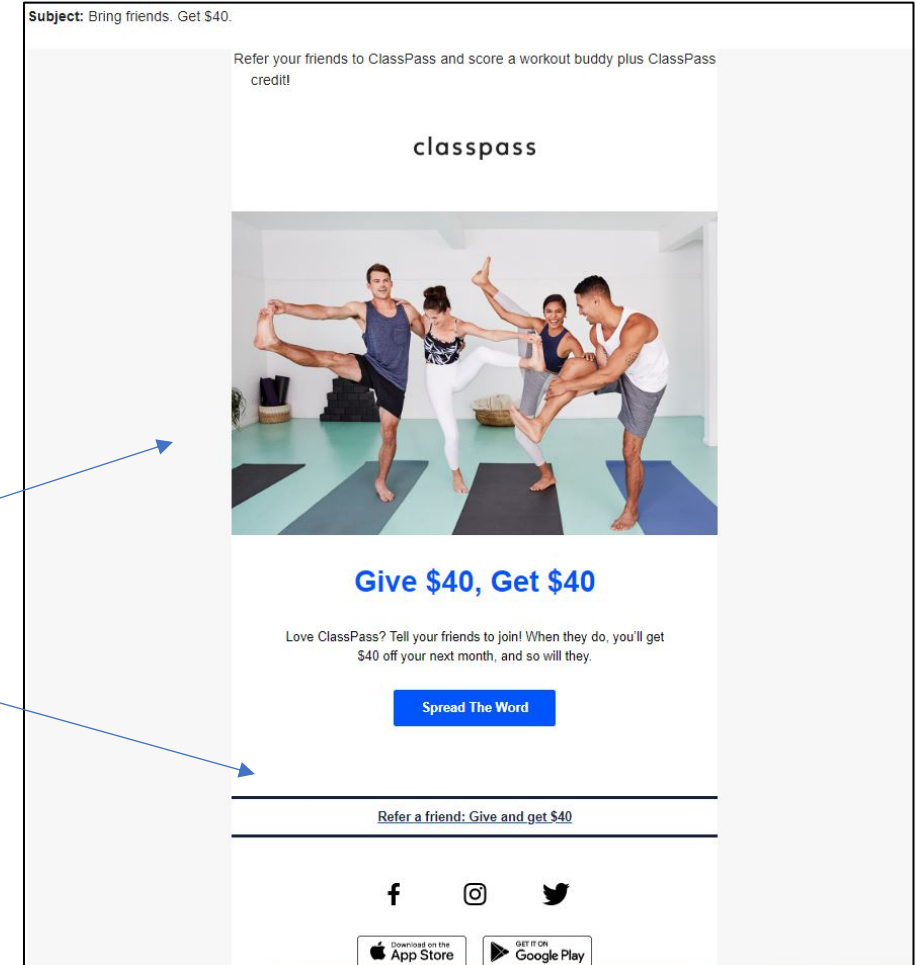


# Drive Traffic to the Referral Landing Page in Emails

ClassPass sends monthly dedicated emails to current members to provide a boost to the referral program.

Click-throughs go directly to the Refer-A-Friend landing page


Strong CTA in subject line: Bring friends. Get \$40.





# Drive Traffic to the Referral Landing Page in Emails – Evergreen Banners

Neutrogena®  
#1 DERMATOLOGIST RECOMMENDED



**GIVE \$10 / GET \$10**

SHARE AND SAVE

Invite a friend (or 2 or 3) to experience Neutrogena. You'll get \$10.  
And they'll get \$10 off the first \$40 they spend!


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Neutrogena®  
#1 DERMATOLOGIST RECOMMENDED

GET \$10  GIVE \$10



Invite a friend (or 2 or 3) to experience Neutrogena. You'll get \$10.  
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**GET \$10**

[f](#) [t](#) [YouTube](#) [i](#)

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Neutrogena sent a dedicated email to launch the referral program then leveraged the creative to place evergreen banners in all marketing emails

**GIVE \$10 / GET \$10**

FOR EVERY FRIEND YOU REFER.

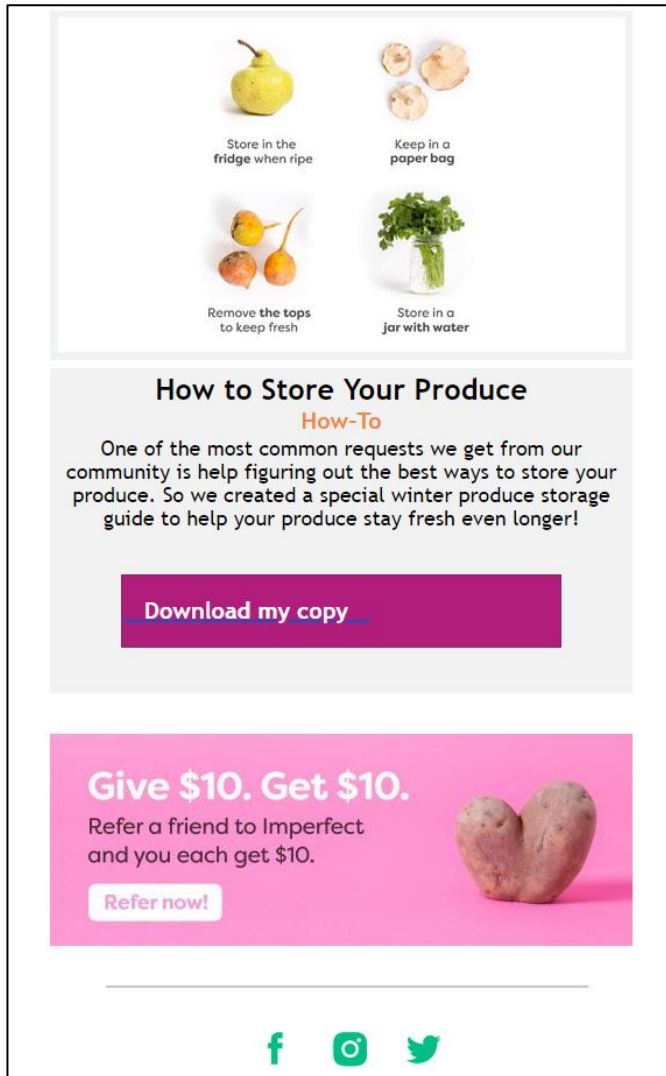
SHARE & SAVE

GET \$10  GIVE \$10

FOR EVERY FRIEND YOU REFER.

**GET \$10**

# Drive Traffic to the Referral Landing Page in Emails – Evergreen Banners



A banner titled "How to Store Your Produce" with a "How-To" subtitle. It features four images of produce with storage instructions: a pear ("Store in the fridge when ripe"), mushrooms ("Keep in a paper bag"), root vegetables ("Remove the tops to keep fresh"), and herbs ("Store in a jar with water"). Below the images is a paragraph explaining the purpose of the guide and a purple button labeled "Download my copy". At the bottom, there is a pink section for a referral offer: "Give \$10. Get \$10. Refer a friend to Imperfect and you each get \$10." with a "Refer now!" button and a heart-shaped potato. Social media icons for Facebook, Instagram, and Twitter are at the very bottom.

Store in the fridge when ripe

Keep in a paper bag

Remove the tops to keep fresh

Store in a jar with water

### How to Store Your Produce

How-To

One of the most common requests we get from our community is help figuring out the best ways to store your produce. So we created a special winter produce storage guide to help your produce stay fresh even longer!

[Download my copy](#)

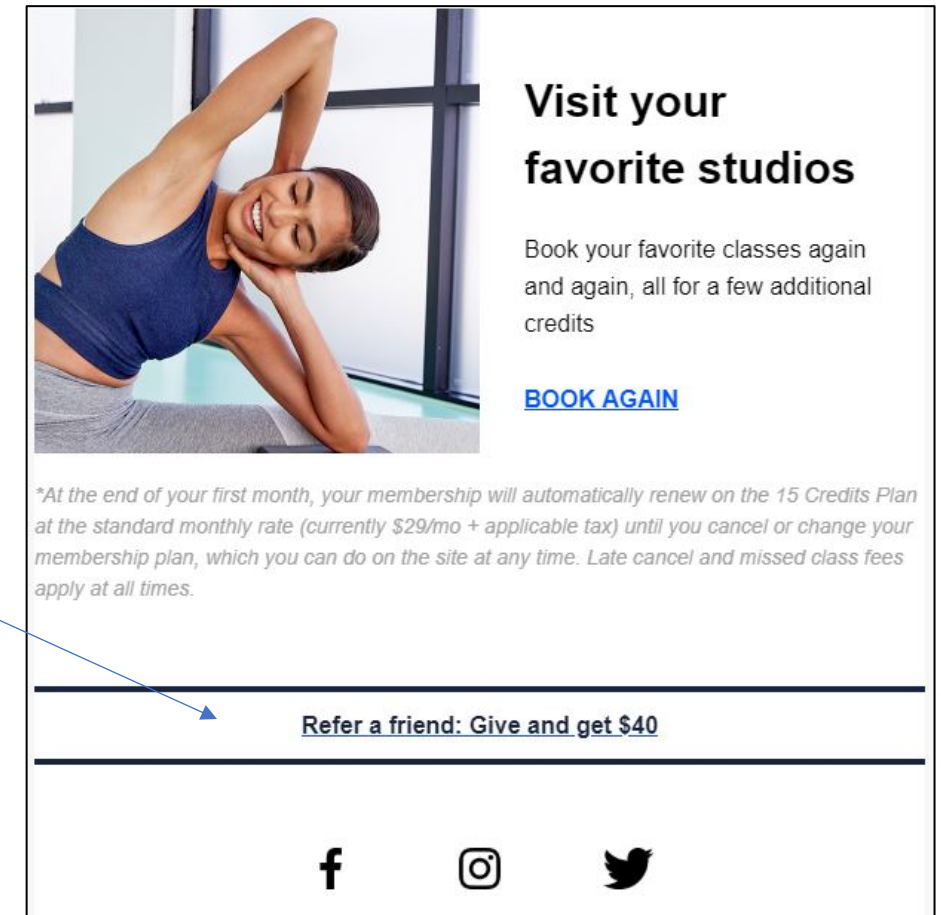
**Give \$10. Get \$10.**

Refer a friend to Imperfect and you each get \$10.

[Refer now!](#)

f i t

Imperfect Produce and ClassPass include a Refer A Friend evergreen banner in all marketing emails



A banner titled "Visit your favorite studios" featuring a woman stretching. The text encourages booking favorite classes again for additional credits, with a "BOOK AGAIN" link. Below this is a disclaimer about membership renewal. A referral offer "Refer a friend: Give and get \$40" is shown in a highlighted box. At the bottom are social media icons for Facebook, Instagram, and Twitter.

## Visit your favorite studios

Book your favorite classes again and again, all for a few additional credits

[BOOK AGAIN](#)

\*At the end of your first month, your membership will automatically renew on the 15 Credits Plan at the standard monthly rate (currently \$29/mo + applicable tax) until you cancel or change your membership plan, which you can do on the site at any time. Late cancel and missed class fees apply at all times.

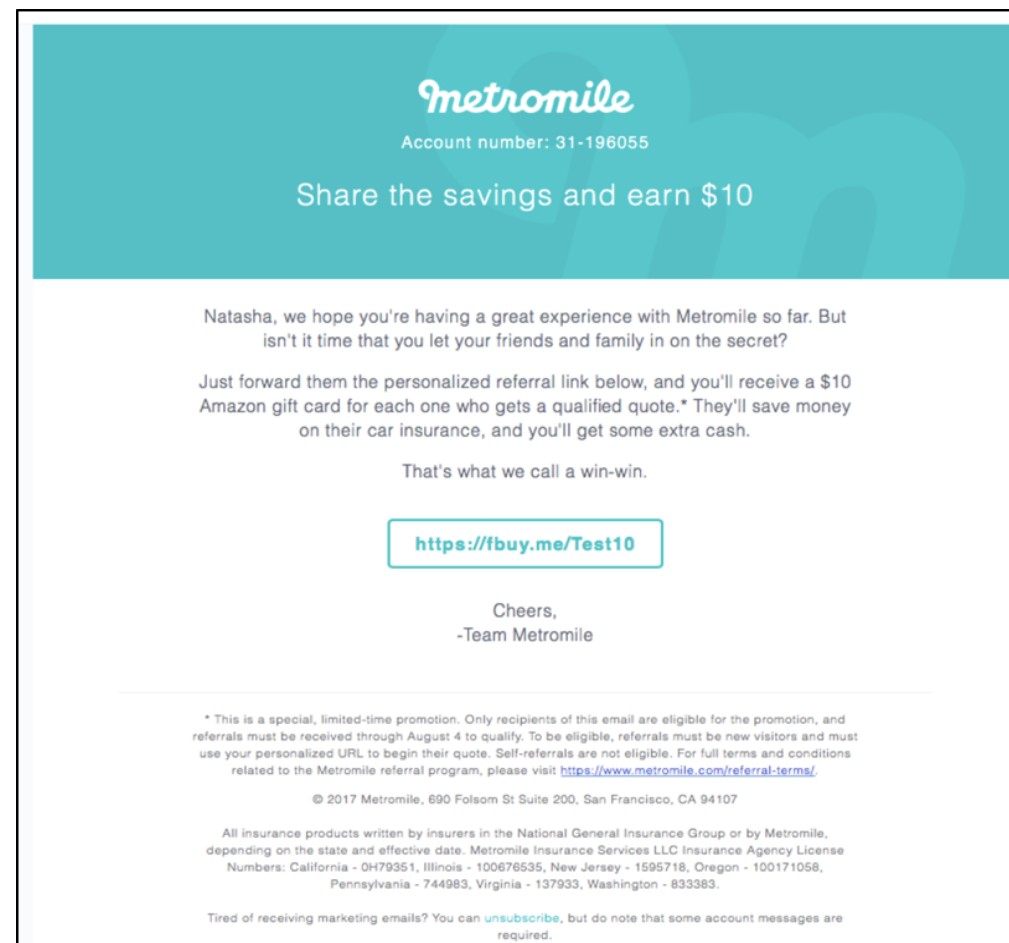
**Refer a friend: Give and get \$40**

f i t

# Advanced Program Promotion: PURL via Email



Metromile dedicated email with  
personal URL (PURL)  
dynamically inserted





# Advanced Program Promotion: PURL via Email




Nestle ReadyRefresh dedicated email with personal URL (PURL) dynamically inserted

Share the love! Get up to \$150 when you invite friends. [View in browser »](#)

**ReadyRefresh**  
JUST CLICK AND QUENCH

*Share the love*  
\$50 for you + \$50 for a friend

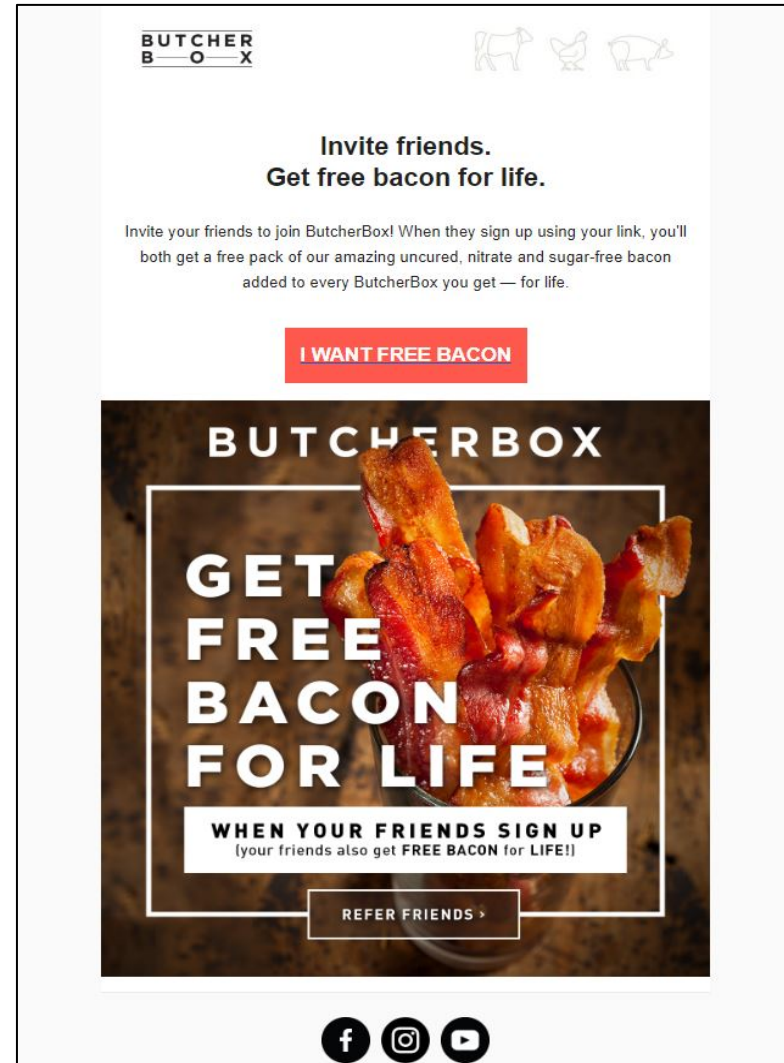


**Hey Jason, love ReadyRefresh®? Invite your friends to join.**  
Receive up to \$150 when you invite friends to sign up for ReadyRefresh, plus your friends will get a \$50 account credit.

**Share the love using your personal link:**  
▶ <http://fbuy.me/IU8Rh>  
Or [invite friends online](#).

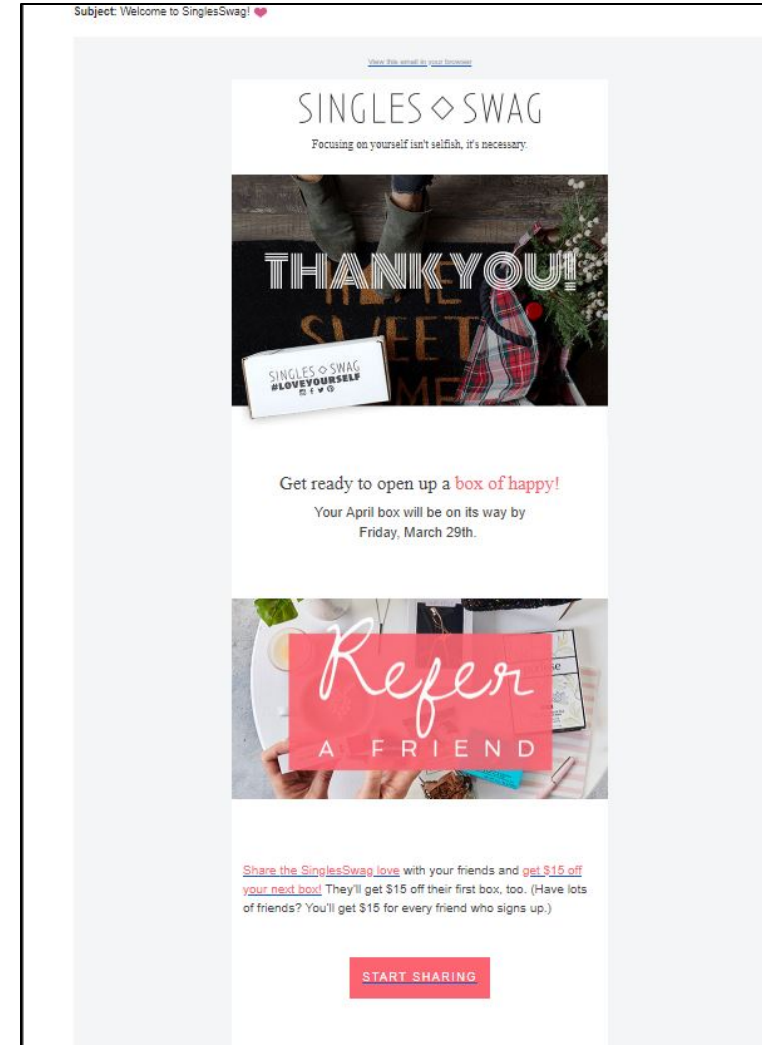
# Transactional Welcome Email

Butcher Box sends an automated trigger email to new customers 2 days after their initial purchase encouraging them to refer a friend and get FREE Bacon for Life

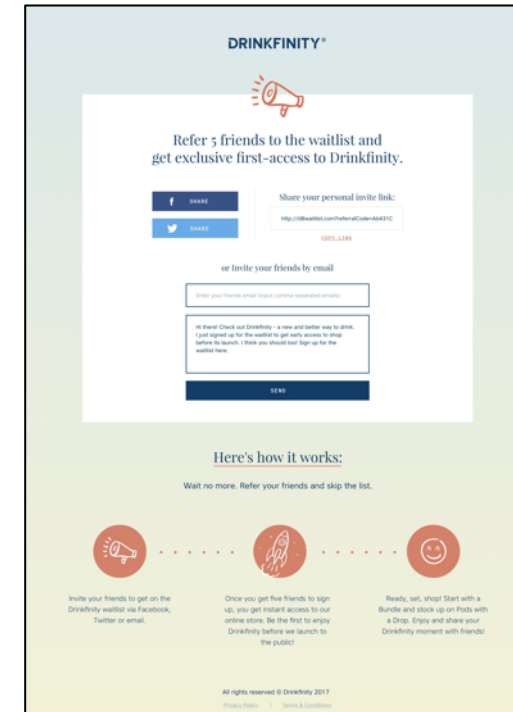
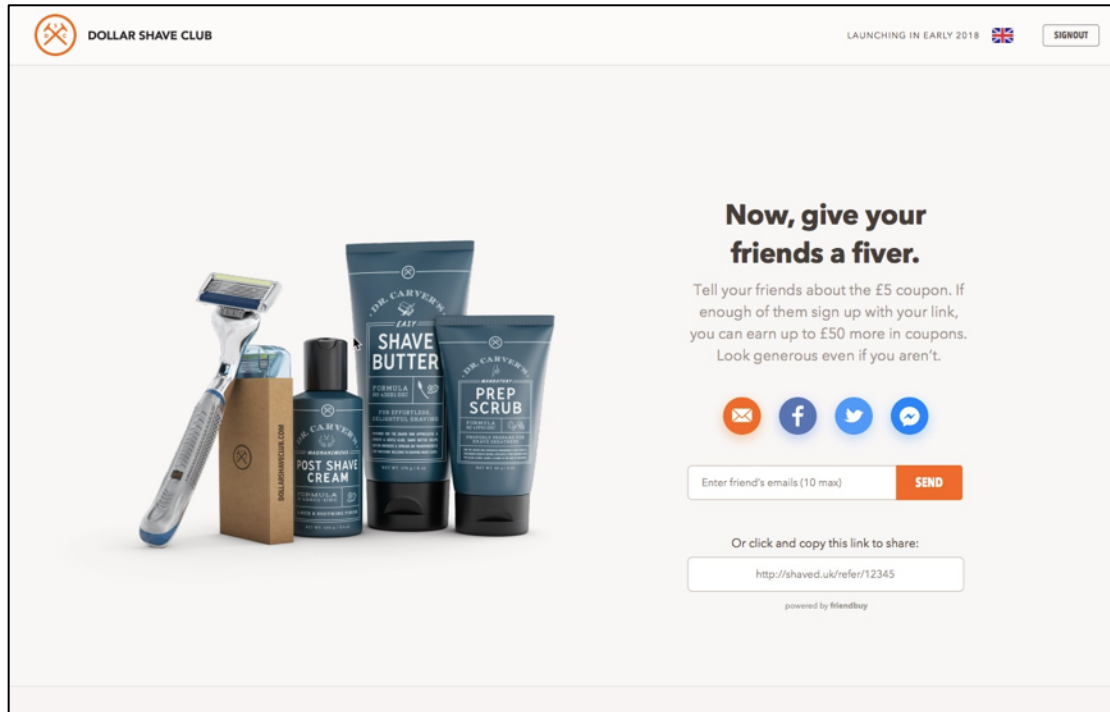


# Transactional Order Confirmation Email

SinglesSwag sends an automated trigger email to new customers immediately after they sign up for a subscription encouraging them to refer a friend and get \$15 off their first order.

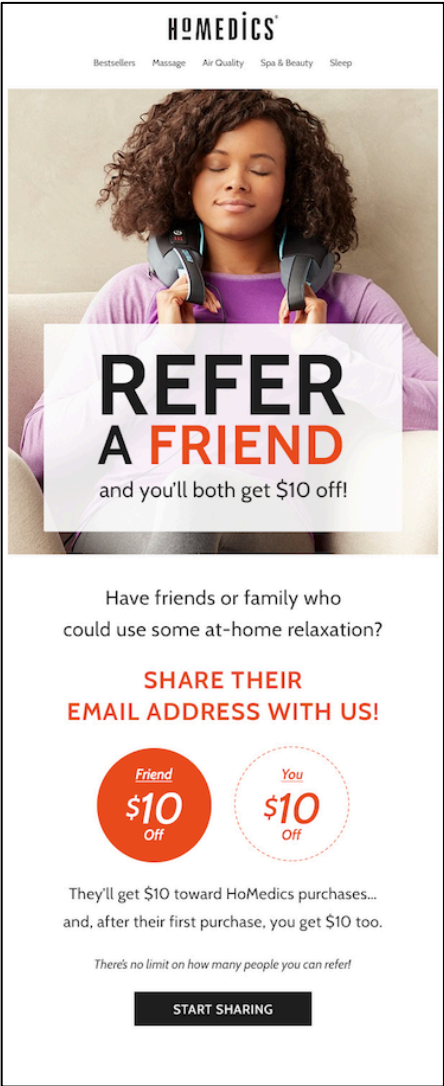


# Growth Initiatives: Pre-Launch Campaign

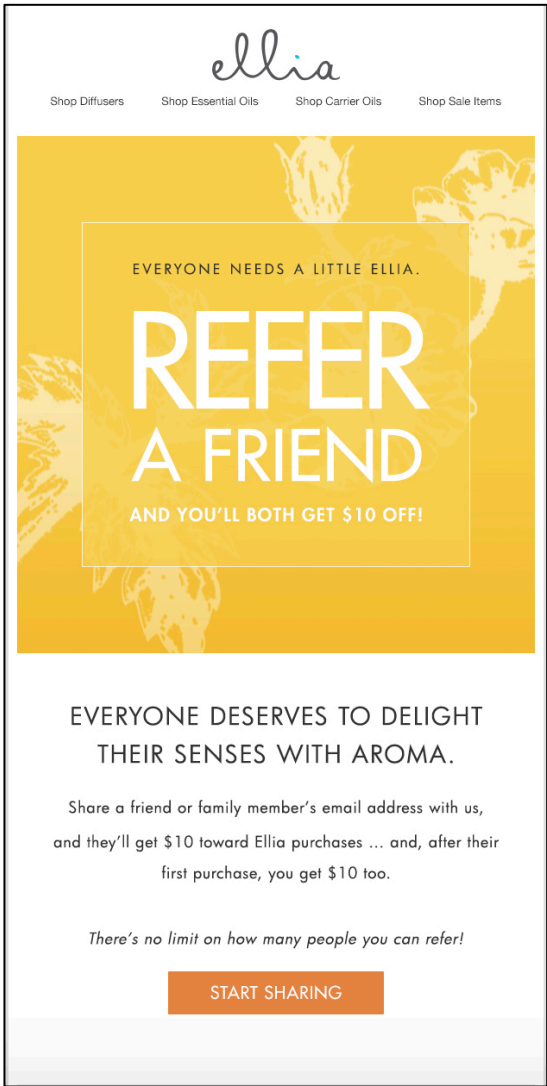


If launching a new product line or if expanding to a new territory, grow your email list with a pre-launch email acquisition campaign and add referral to create virality.

# Growth Initiatives: Referral Program Launch Campaign



Homedics and Ellia used these emails in coordination with their Referral Program launch to build awareness.



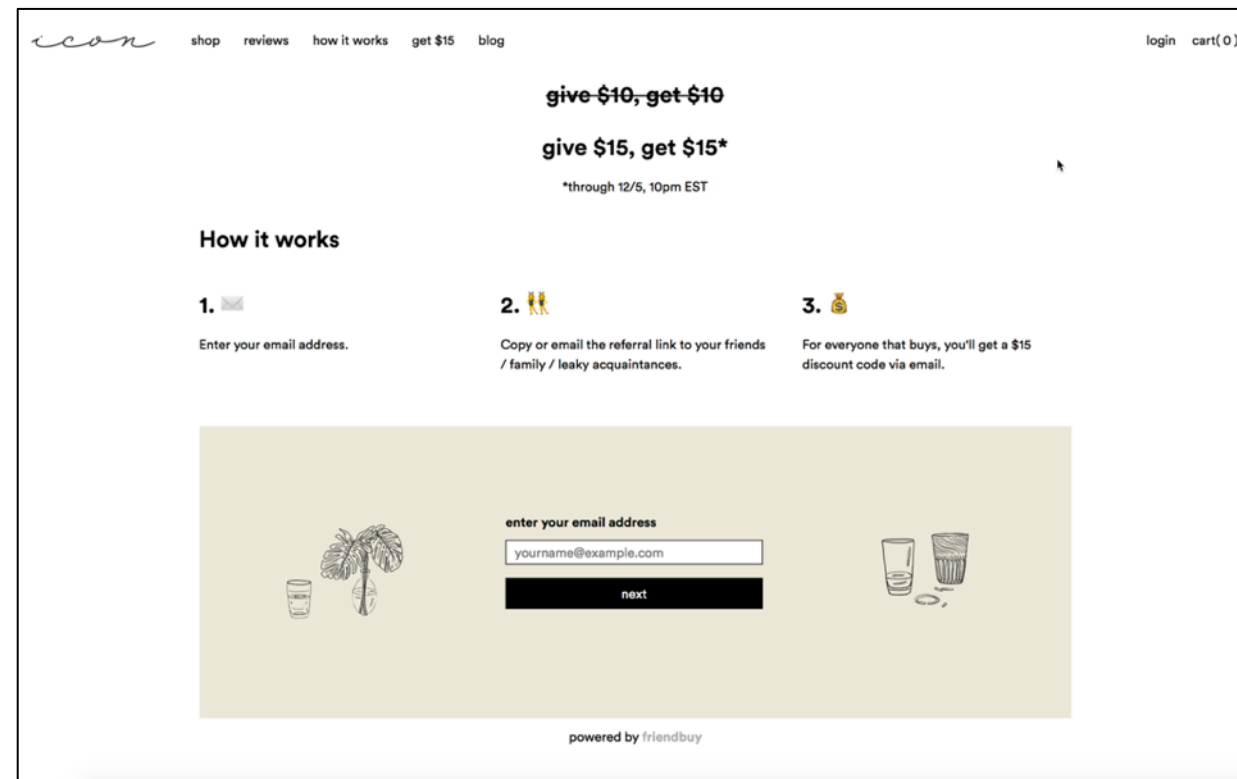
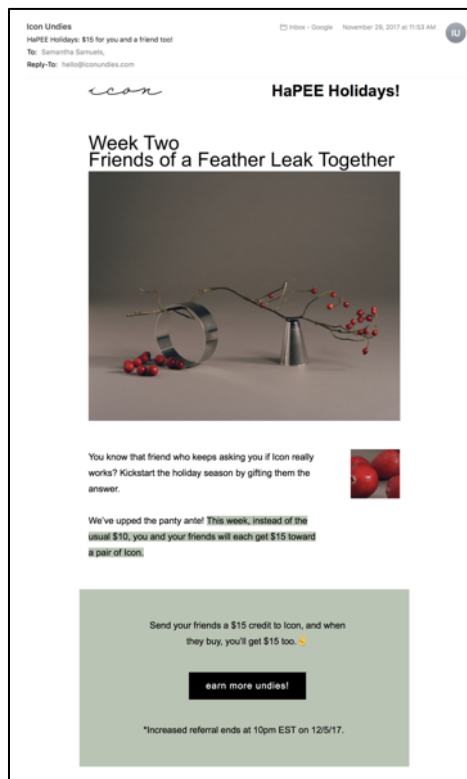


# Incentive Boosts

icon

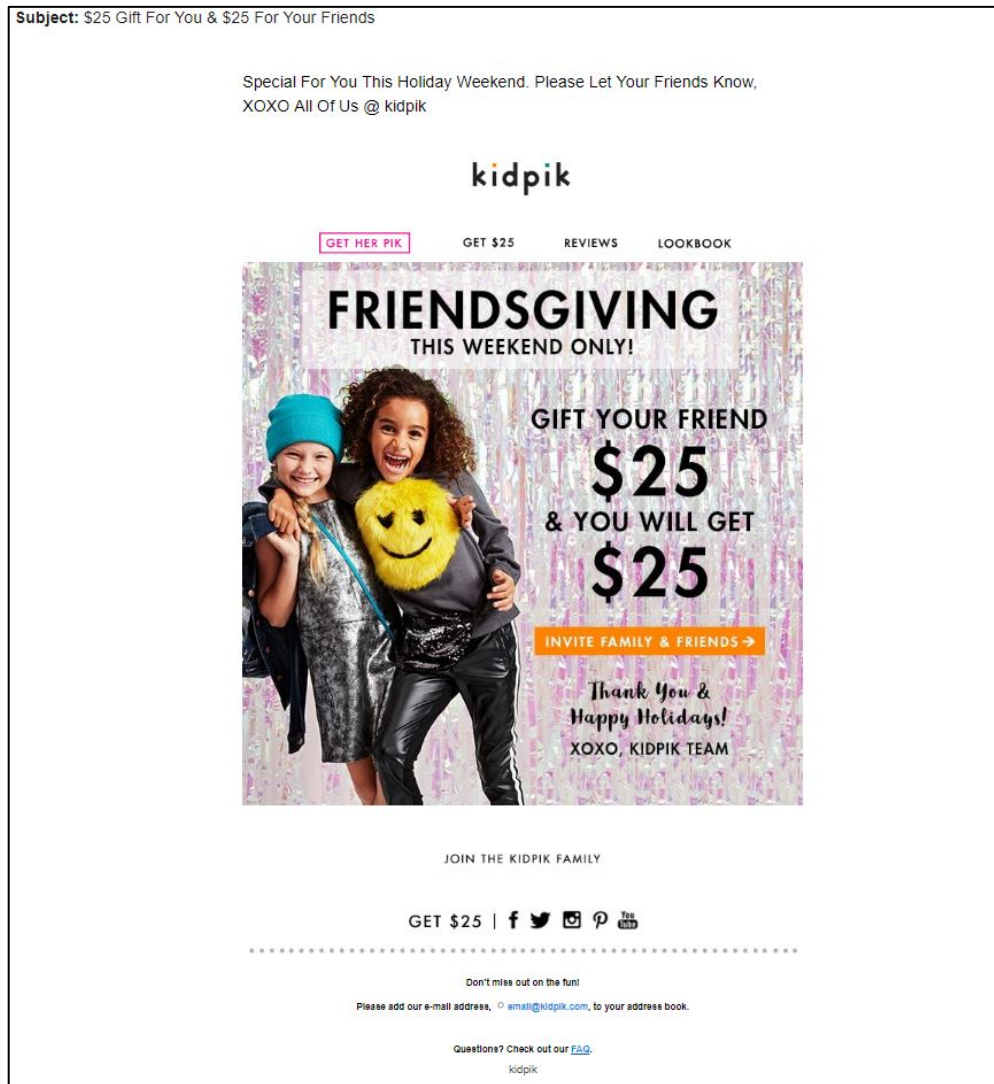
Drive engagement with a boosted referral offer for two weeks or a month

Promote the boosted offer by sending dedicated emails to customers and posting about it on social media



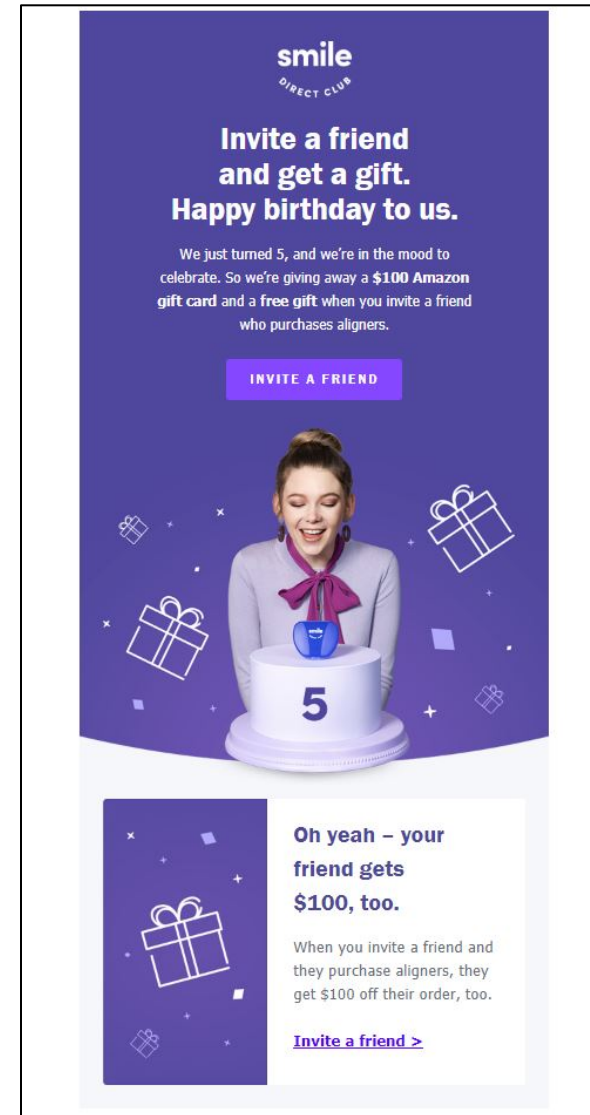
# Growth Initiatives: Friendsgiving

Pair an incentive boost with a dedicated email to promote the special offer



# Growth Initiatives: Company Birthday

Smile Direct Club celebrated their 5<sup>th</sup> Birthday by offering their customer a \$100 Amazon gift card for inviting friends.



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friendbuy

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