



Automated Email Flows Overview

Where We Started

- **OUTDATED**
- **UNENGAGED**
- **NOT MONITORED**
- Automating tasks to redirect manual email efforts towards growth opportunities
- Right message to the right person at the right time through the right platform
- Facilitating multiple touchpoints tailored to specific marketing objectives (omni-channel experiences)
- Enhancing conversion rates through strategic automation processes (buys puppy bites > reminds them to subscribe)



CONTENT FRAMEWORK

PROGRAM OBJECTIVES	On-Platform Engagement		Follower/Subscriber Growth		Product Awareness	
BRAND POSITION	THE ALL NATURAL SOLUTION FOR AN ANXIOUS PET					
PLATFORM CONTENT STRATEGY	EMAIL, SMS, FACEBOOK, INSTAGRAM, TIKTOK* , YOUTUBE* , PINTEREST* Provide pet owners with a product that makes having a puppy easier.					
CONTENT OBJECTIVES	REACH <i>Grab the audience's attention</i>		DEEPEN <i>Provide insight and clarity</i>		MAGNIFY <i>Prove our expertise</i>	
MAIN AUDIENCE	ALL <i>Inclusive of all audiences</i>		ALL <i>Focus on Product and Benefits</i>		DECISION MAKERS <i>Focus on Pet Owners</i>	
DESIRED EMOTION	UNDERSTOOD		INFORMED		SUPPORTED	
CONTENT PILLARS	#DogParent Pride	Celebrate the #DogParent Life	Snuggle Puppy Makes Life Better	Service & Support	Snuggle Puppy Insider	Audience Appreciation

*FUTURE STATE



Automated Programs

WELCOME CAMPAIGN

Customer enters SP database



10% Offer

1 day
1 day
10% Offer



SP

1 day



SP

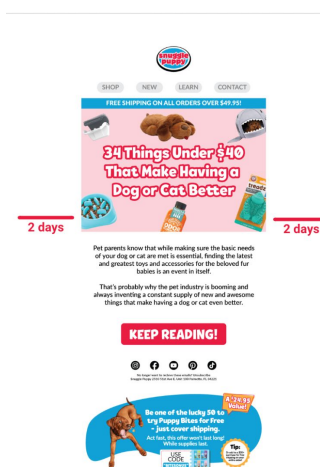
1 day



SP



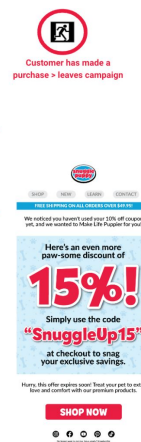
SP
PB



2 days



1 day
1 day



15% Offer



AMAZON TAG



Customer receives
Snuggle Puppy Amazon
Product



3 days



Customer fills out Amazon
Tag form



1 week



Customer enters SP
database



Immediately



Customer 'purchases' free
Tender-Tuff

1 hour



HP
PB
BL
PL
15% Offer

SP
\$10 Referral Offer

PB
BL

BACK IN STOCK



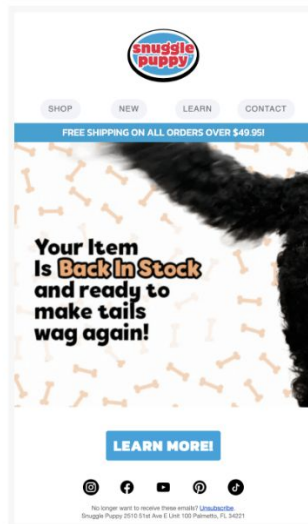
Customer subscribes to
Back in Stock notifications

TBD



Item is Back in Stock

immediately



The item you viewed is back in
stock! Shop now:
<https://snugglepuppy.com/>



BROWSE ABANDON



2 hours

Customer visits website



HP
PB
BL
PL
15% Offer

Customer receives Email
#1: Don't Miss Out!



POST PURCHASE SNUGGLE PUPPY



Customer Places
SP Order

1 Day

1 Day



VIEW FAQS!

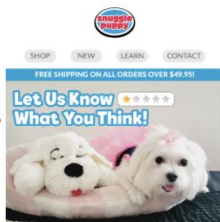
SP



VIEW FAQS!

SP

6 days



Your feedback is invaluable to us! We believe sharing your thoughts can help other pet parents make informed decisions to Make Life Puppier and help them on their puppy parenting journey.

Please take a few minutes to write a review about Snuggle Puppy!

REVIEW US HERE!



Facebook Twitter Instagram YouTube



SP

2 days



We hope your new Snuggle Puppy is bringing warmth and comfort to your furry friend's heart! Make sure the new friendship doesn't end and share. We wanted to take a moment to remind you that your Snuggle Puppy may need replacement heat packs.

Snuggle Puppy Heat Packs:

Mimic the Warmth of a Litter Mate!



Are All Natural and Environmentally Safe!



Stay Warm For Up to 24 Hours!

Subscribe & Save! Receive \$5.00 off your heat pack subscription!

Grab yours today in a set of 3, 6, or 12.



SHOP NOW!

Facebook Twitter Instagram YouTube

HP

2 days



If you're looking for ways to further engage your pals, gather all of their best fur-finds and share the love!

\$10 OFF For You and A Friend!

Have a friend who recently welcomed a puppy into their life? Share the love! When you refer Snuggle Puppy to them, both of you will enjoy \$10 off your next purchase.

Spread the joy and let your friend experience the amazing benefits of Snuggle Puppy - happier, calmer days and sleep-filled nights with their pup await!

Oops, it looks like you don't have an account. Sign up for our rewards program to receive your \$10 off 10000!

Sign up for our rewards program!



Discover More Ways to Keep Your Pet Calm Beyond Snuggle Puppy!

You may know us for our beloved Snuggle Puppies, but did you know we offer a range of other valuable products designed to keep your pup's calm and comfort from our Puppy Bliss Supplements to our ultra cozy Snuggle Blankets, we've got everything you need to create a soothing environment for your furry friend.

READ NOW!

Facebook Twitter Instagram YouTube

PB
\$10 Referral Offer



POST PURCHASE TENDER TUFFS



Customer Places TT
Order

1 Day

1 Day

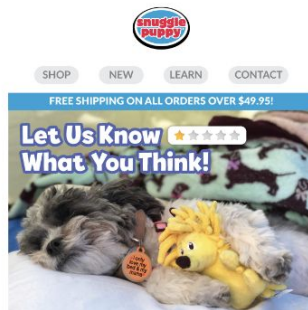


TT



TT

10 days



Your feedback is invaluable to us! We believe sharing your thoughts can help other pet parents make informed decisions to Make Life Puppier and help them on their puppy parenting journey.

Please take a few minutes to write a review about your Tender-Tuffs!

REVIEW US HERE!



You might want to follow these brands! @snugglepuppy
Snuggle Puppy 2010-2019 All Rights Reserved. All trademarks are the property of their respective owners.

TT

2 days



Does Your Pup Need More 'Tuffs?

Keep your pup engaged and away from your valuables with this fun offer! The best part is you can share the joy! Use the code below to receive \$10 off your next purchase and we'll send a \$10 off code to a friend as well!

Oops, it looks like you don't have an account. Sign up for our rewards program to receive your \$10 off TODAY!

Sign up for our rewards program!



You might want to follow these brands! @snugglepuppy
Snuggle Puppy 2010-2019 All Rights Reserved. All trademarks are the property of their respective owners.

TT

\$10 Referral Offer



POST PURCHASE PUPPY BITES



Customer purchases
puppy bites

2 days

SHOP NEW LEARN CONTACT

FREE SHIPPING ON ALL ORDERS OVER \$49.95

**Thanks For Purchasing
Puppy Bites Supplements!**

Puppy Bites are ready to be used with all natural weight-quality, premium ingredients and are made in the USA. When you purchase, they're free from common allergens and are carefully formulated with only the best ingredients for puppies.

**Benefits of Puppy Bites
Supplements:**

- 1. Promote Healthy Growth and Development**
Puppies require a balanced diet to support their rapid growth and development. Giving your puppy a health supplement that contains antioxidants, fatty acids, and probiotics can set your puppy up for success by supporting healthy development for their eyes, brain and heart.
- 2. Improve Digestive Health**
Digestive issues such as diarrhea and constipation are common in puppies. Supplements with probiotics may help maintain healthy gut flora and promote digestive health.
- 3. Boost Immune System**
Puppies have developing immune systems and are more susceptible to infections and diseases. Supplements with omega-3 fatty acids and antioxidants may support their immune systems.
- 4. Provide Calm During stressful situations**
Introducing new things can be scary for a puppy. Supplements with ingredients like collagen, melatonin, and chamomile can work together to help your puppy manage their normal daily stress.

**SUBSCRIBE & SAVE 10% ON
PUPPY BITES SUPPLEMENTS**

SUBSCRIBE NOW!

Facebook Twitter Instagram YouTube

20 days

SHOP NEW LEARN CONTACT

FREE SHIPPING ON ALL ORDERS OVER \$49.95

**Thanks for Your Recent
Puppy Bites Purchase!**

**Share your thoughts for a chance to win a
6-month Puppy Bites subscription for FREE!**

At Snuggle Puppy, we're on a mission to make every tail wag with joy. Your feedback is crucial in helping us achieve that goal! Has your pup been enjoying the health benefits of Puppy Bites? Please share your experience! Your insights will help fellow pet parents who are searching for the right supplement for their pup.

**Have any questions or concerns
about your purchase? Please
reach out to our wonderful
customer service team and we
will make it right!**

**Give us a call at
800-463-4107
or email us at
info@snugglepuppy.com**

CLICK HERE TO REVIEW!

Facebook Twitter Instagram YouTube

*1 winner will be chosen at random and notified via email once a quarter.

PB



Customer has subscribed >
leaves campaign

3 days

3 days

SHOP NEW LEARN CONTACT

FREE SHIPPING ON ALL ORDERS OVER \$49.95

**Are Your
Puppy Bites
Running Low?**

We know your puppy is still enjoying their Puppy Bites. Supplements make sure to give the supplements daily to experience the full benefit! We've made it easier for you to do that.

Subscribe & Save!

Convenient Benefits:
Continuing to take your dog gives happy and healthy with a constant supply of Puppy Bites.

Special Savings:
By subscribing, you save 10% off your order!

Convenience:
Being a puppy parent is a tough job. No need to remember to reorder, we'll take care of that for you and deliver right to your doorstep.

Ready to make your pup's tail wag on repeat? Simply click the link below to set up your Puppy Bites Subscription.

SUBSCRIBE NOW!

Facebook Twitter Instagram YouTube

PUPPY BITES SUBSCRIBE & SAVE 10% ON OUR PUPPY BITES SUPPLEMENTS
Puppy Bites Supplement are made to get your puppy off to the right start!
CLICK TO SUBSCRIBE

PB



HAPPY BIRTHDAY



Customer's Birthday

NOON

NOON

Today is all about YOU! Happy Birthday from your friends at {{ organization.name }}. Go ahead, treat yourself! {{ organization.url }}

Customer receives Text #1: Happy Birthday!



Customer receives Email #1: Happy Birthday!

10% Offer



WINBACK



Customer makes a purchase

75 days



Customer receives
Email #1: Coupon

30% Offer

15 days

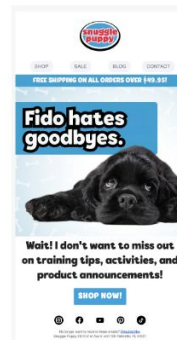
We miss you! Use code
SNUGGLEUP30 for 30% off of
your next order!



Customer receives
SMS #1 & Email #2: Don't
Forget

30% Offer

90 days



Customer receives
Email #3: Feedback

1 day



Customer doesn't open
Email #3: Unsubscribed



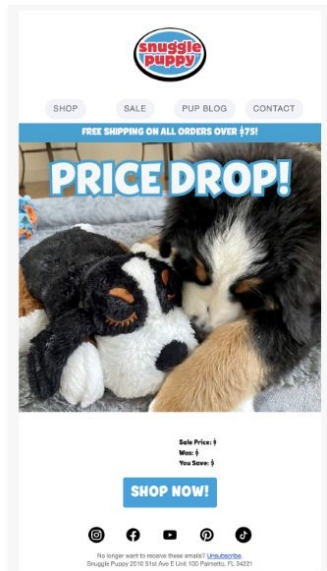
PRICE DROP



2 hours

Price Dropped

🔴 Price Drop Alert! 🔴 {{ event.product_name }} is now \${{ event.reduced_price | floatformat:2 }} (was \${{ event.original_price | floatformat:2 }}). Save \${{ event.price_drop_amount | floatformat:2 }} and get it now before it's gone! Hyperlink: {{ event.url }}



Customer receives SMS
#1 & Email #1: Price Drop



PRODUCT ABANDONMENT: MANATEE



Customer Views Manatee

12 HOURS

12 HOURS

Marvin the Manatee needs a home! Shop now:
<https://snugglepuppy.com/products/tender-tuffs-manatee-plush-dog-toy-for-large-breeds>

Customer receives Text #1: Manatee Link



Customer receives Email #1: Manatee DIY

TT

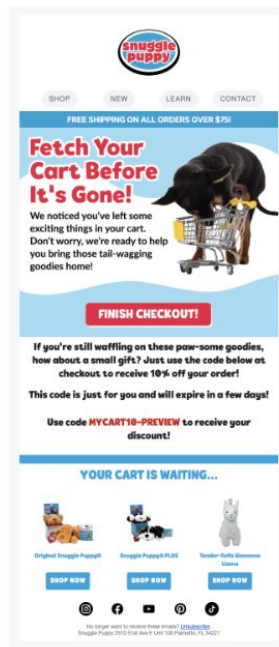


ABANDONED CART



2 hours

Customer adds to cart



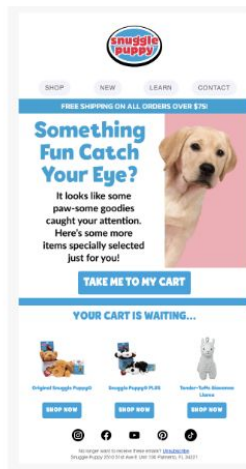
10% Coupon

1 day

1 day



Customer has made a purchase >
leaves campaign



2 days

2 days



Customer has made a purchase >
leaves campaign



15% Coupon



ABANDONED CHECKOUT



PUPPY FIRST YEAR

