

# Welcome Email Sequence for Ollie

**Email#1:** — Welcome potential customers and Introducing a 50% off starter box.

**Email#2:** — Express a want or need & Encourage prospects to take the quiz to find the best food for their pup.

**Email#3:** — Show Case studies of one happy customer to build trust for Ollie.

**Email#1:** — Welcome potential customers and Introducing a 50% off starter box.

**Objective:**

Introduce potential customers to the benefits of our dog food and entice them to start their dog's health journey with a 50% discount on their first box.

**Subject line:**

 Welcome to the healthy sniffing family with 50% OFF 🥰

**Alt Subject line:**

Welcome to your pup's healthy meal pack with 50% OFF 🎉

**Preview text:**

"Click to see what's in your starter box."

**Body:**

# Begin Your Dog's Health Journey with the Right Food!

We welcome you with a 50% Discount on your first box.

**Get Started With 50% OFF**

(Icon)

## IMPROVED DIGESTION & ENERGY

More digestible than kibble, giving your pup more nutrients and pep in their step.

(Icon)

## ALLERGY & WEIGHT CONTROL

Our food helps maintain your pup's ideal weight and is great for allergies and sensitivities.

(Icon)

## MORE MEALTIMES TOGETHER

A fresh, whole food diet has been proven to help dogs live up to 2.5 years longer.



2 WEEKS OF MEALS



FEEDING GUIDE



PUPTAINER & SCOOP



ACCESS TO THE OLLIE APP

**The nutrition your dog needs,  
the food they want.**  
**Get Started with 50%OFF**

**Footer  
(signature)**

**Email#2:** — Express a want or need & Encourage prospects to take the quiz to find the best food for their pup.

**Objective:**

Express the unique nutritional needs of each pup, highlight the personalized nature of our service, and encourage prospects to take the quiz for a tailored meal plan.

**Subject line:**

 Find The Perfect Meal for Your Pup! 

**Alt Subject line:**

Need Dog Food Advice ? Let us help you decide! 

**Preview text:**

To help you decide, we make a quiz for you.

**Body:**

## Your Pup's Unique Nutritional Needs Stand Out

Our dog-loving canine specialists understands your pup and recommends the perfect meal for their health and happiness.

**Take The Quiz**

**How Ollie Works**

**(Icon)**  
**Step#1**  
**TELL US ABOUT  
YOUR PUP**

Take our one minute quiz to get a customized meal plan tailored to your pup's individual needs.

**(Icon)**  
**Step#2**  
**GET YOUR  
STARTER BOX**

Receive 2 weeks of freshly frozen food, a Welcome Kit and personalized feeding guidelines.

**(Icon)**  
**Step#3**  
**GET YOUR FREE  
DIGESTION  
SCREENING**

Our Digestion Screening and personalized Health team advice will guide you through the switch.

**(Icon)**  
**Step#4**  
**BUILD A  
HEALTHY  
ROUTINE**

Regular, reliable, and flexible deliveries make it easy to create healthy habits for your pup.

**“ Reviews ”**

**Loved by dogs and the people who love them.**

*“Shasha would go days without eating, and it amazes me how excited she is to eat her Ollie. Shasha is now the healthiest, happiest pup and it's because of Ollie.”*

**★★★★★ (Shasha's Parent, New Jersey)**

**The nutrition your dog needs,  
the food they want.**  
**Get Started with 50%OFF**

**Footer**  
**(signature)**

**Email#3:** — Show Case studies of one happy customer to build trust for Ollie.

**Objective:**

Highlight the positive impact of Ollie on a customer's pet, Sasha, to build trust and credibility. The aim is to resonate with potential customers by showcasing a relatable story, emphasizing the transformative results of Ollie's dog food. Encourage readers to take action and start their pet's health journey with a 50% discount.

**Subject line:**

Meet Sasha 🐶: How Ollie Transformed Her Pet's Life 😊

**Alt Subject line:**

🐶 Sasha's Transformation: Picky to Regular Feaster! 😊

**Preview text:**

It might be your story as well...

**Body:**

**Image(happy pet and pet parent)**

**"Meet Sasha"**

**A Special Story from New Jersey!**

Pet parenting has its highs and lows, and we understand the challenges that come with wanting the best for your four-legged family member.

Today, we're thrilled to share the heartwarming story of Sasha, a delightful pup from New Jersey, and her devoted parent.

Sasha's Parent, just like you, experiencing the heartache of watching their beloved pup, Sasha, go days without eating.

The consequences were significant - days without eating meant Sasha's health was at risk.

*But then came Ollie into Sasha's life.*

Sasha's Parent decided to try our specially crafted meals, and the change was nothing short of extraordinary.

Sasha, who once went days without eating, now eagerly anticipates her Ollie meals, and mealtime has become a highlight of her day. 😊

**Sasha's Parent couldn't be happier, sharing:**

*“ Shasha would go days without eating, and it amazes me how excited she is to eat her Ollie. Shasha is now the healthiest, happiest pup, and it's because of Ollie.*

”

**Want Your Dog To Become a Healthier Eater  
Like Sasha?**

**Get Started With 50% OFF**

**Footer**  
(signature)