

Loot4rs Welcome Email Sequence for New Customers

Email 1

Subject: Welcome, [FIRSTNAME] + your bonus?

Hey [FIRSTNAME],

This is (name) from Loot4rs. I wanted to welcome you into the Loot4rs family and say **thanks for making your first purchase.**

You did receive a nice bonus with your first order, but I'm talking about another type of bonus – with your purchase, we automatically enrolled you into our Loyalty Program. (Go ahead, you can celebrate if you want.)

I'm betting you don't know how our loyalty program can save you money and earn you rewards, so over the next couple of weeks, I'm going to tell you how.

There's also an Ambassador Program where you can earn rewards WITHOUT purchasing... but I'm getting ahead of myself. Just know that **being a loyal customer with us has insane long-term benefits.** Insane in a good way; not serial-killer insane.

Stay tuned for our next email and I'll explain how easy it is to reach Bronze level, and even Silver, and all the benefits you will receive when you do. These are very exciting times indeed.

Oh, and if you ever have any problems at all, our customer service reps are here to help you. And they speak real English, the kind you and I speak. (We're U.S.-based!) And they're very helpful. And very friendly. OK, enough said.

Thanks again, [FIRSTNAME]!

(email signature)

Email 2

Subject: If you were a precious metal...

Hey [FIRSTNAME],

It's (name) again from Loot4rs. So, to finish that thought, what precious metal would you be?

One of the great things about our loyalty program is that there's a membership level for every type of customer, even you, my friend. And today, we're going to look at Bronze and Silver.

To reach Bronze level, you only need 120 points. (Do you know how close you are? Maybe you're already there!) The great thing about both Bronze and Silver is that these are lifetime memberships; you never lose either.

Another great benefit of being a Bronze member is the [Looter Day Specials](#). On the 10th and 20th of every month, you'll get exclusive offers. So, it benefits you to purchase on those days.

To reach Silver status, you need 380 points beyond Bronze, but the purchase benefits are daily. After making any purchase on any day, you get a free spin on our [prize wheel](#) to earn more rewards.

I know what you're thinking – *Can I combine Looter Day Specials with the prize wheel when I purchase on the 10th and 20th?* And the answer is YES!

You can check out our [Loyalty Program here](#). On that page, you can also check your loyalty status.

Oh, I almost forgot; with both Bronze and Silver, you get 50 points every time you refer someone who makes a purchase. (But I'll have much more info on that very soon.) To put it plainly, our loyalty program destroys the next best in this industry, and **your benefits are more than doubled.**

Happy gaming, [FIRSTNAME]!

(signature)

Email 3

Subject: Ready to level-up, [FIRSTNAME]?

Hey [FIRSTNAME],

It's (name) again from Loot4rs. In the last email, I gave you some info on our Bronze and Silver loyalty program memberships. In this email, we're leveling up to Gold and Platinum.

To reach Gold status and remain there, you need to be a Silver member and accumulate 150 points each month. In other words, both Gold and Platinum are dependent on continual purchases, not lifetime like Bronze and Silver.

But the benefits go way up!

In addition to the benefits you receive with Silver status – referral bonus, Looter Day Specials, and free spins on our prize wheel with every purchase – you also get a free Loot4rs tee shirt, one additional free monthly spin on our prize wheel, and **5% off on every purchase.**

To reach Platinum status, you need to be a Gold member and accumulate 450 points each month. With Platinum status, you get everything in Gold but your discount goes up to **10% off on every purchase.** And you receive priority delivery, which means all your orders go to the front of the line.

Remember, you can see all of this for yourself on the Loot4rs [Loyalty Program page](#), and you can check your status there as well.

Since you already ordered with us, you probably know what a painless and fast experience it is. No middlemen are clogging up the process and delaying your order. The purchase limits are much higher. We have better and safer payment options and lower fees. And our gold is sourced straight from players, so there's no chance your purchased gold will ever be flagged.

I hope these last two emails have been helpful. In the next email, I'm going to show you **how you can accumulate points and bonuses WITHOUT purchasing.**

Until then, [FIRSTNAME]!

(signature)

The achievement bonus is nice because it accumulates forever. **Imagine getting \$250 in free currency** for doing nothing more than telling friends, family, and co-workers to check out Loot4rs.

You can find a shareable Ambassador Program link inside your Loot4rs account dashboard. Whenever you share that link with someone who makes a purchase, your monthly and achievement referrals are tracked automatically. Plus you get 50 points added to your loyalty program account for each referral and, of course, that free spin on the prize wheel.

I think you can see that if you're going to spend money on game currencies, **it benefits you tremendously to purchase through us.**

And remember, if you EVER have a problem with anything, our customer service reps are ready to help you.

Thanks again for being a valued member of the Loot4rs family, [FIRSTNAME]!

(signature)