

Player Stash Email Campaign

Notes:

I try to keep each email to one page, which is why I always start each email at the top of the next page. Some emails go over a bit, and we can cut something out. But we risk eliminating some copy that persuades someone to act.

I made up most of the social proof and names, like I mentioned.

I put a 48-hour time limit on the offer and included it in emails 1 and 7 only. I also included the 1 in 20 odds, but you can remove that if you want.

The first name personalization is just a placeholder; not sure what your ESP uses for short code.

For some reason, telling people to “click” is still super effective.

I try to make subject lines in the form of a question, include the recipients first name, or trailing off with “...” so they want to see what the end of a statement is.

I usually let the copy sit for a couple of days, but this way you can think about or make changes before a final edit.

Remember, there are two versions of email 1.

Email 1 – for loyalty members

Subject: Win \$100 in game assets today!

Subject: Wait till you hear this, [FIRSTNAME]

Hey [FIRSTNAME],

This is (name) from Loot4rs. First, I just want to say thanks for being a loyalty program member and a loyal customer. And for that reason, I have a fantastic offer for you today.

You may recall seeing on our site that we began doing game currency swaps or trades. Well, it has been so popular that we decided to dedicate an entire website to just that. Introducing... [PlayerStash!](#)

The best thing about PlayerStash is that trading assets from one game to another provides far more value than if you were to sell your unused game currencies in one game and purchase them in another. And you'll also:

- Avoid the delays that come with selling, then buying
- Avoid dealing with multiple vendors
- Avoid the customer service nightmares if one transaction goes sideways
- Get the same awesome customer service and speedy transactions you're used to with Loot4rs.com

Never go anywhere else. This is the best service there is. – James

Thanks, James. we couldn't have said it better ourselves.

If you have unused gold in OSRS, RS3, or WOW Classic U.S., the possibilities are practically endless, as in the thousands if you include all the Steam card games.

As you know, we're gamers ourselves. Sometimes you don't have thousands of dollars for those skins or items you want in a new game. But now, if you have

assets in those three games, you can get what you want in another game RIGHT NOW.

In the next 48 hours, if you go to PlayerStash.com and do an asset trade, your name will be entered into a drawing to win \$100 in game assets. You should know that **1 in 20 will win**, so odds are pretty good. Don't delay! Click that link above right now!

(email signature)

P.S. Remember, this is a **very special, limited-time offer**. Don't delay.

Email 1 – for the rest of your list

Subject: Come back and win \$100 in game assets!

Subject: We miss you, [FIRSTNAME]

Hey [FIRSTNAME],

It's (name) from Loot4rs. I know it's been a while and that's my fault. But I wanted to tell you about a new business we created for gamers just like you: [PlayerStash](#) – a service that allows you to trade game assets from one game to another.

The best thing about PlayerStash is that swapping assets from game to game provides far more value than if you were to sell assets in one game and purchase them in another. And you'll also:

- Avoid the delays that come with selling, then buying
- Avoid dealing with multiple vendors
- Avoid the customer service nightmares if one transaction goes sideways
- Get the same awesome customer service and speedy transactions you're used to with Loot4rs.com

Never go anywhere else. This is the best service there is. – James

Thanks, James. We couldn't have said it better ourselves.

If you have unused gold in OSRS, RS3, or WOW Classic U.S., the possibilities are practically endless, as in the thousands if you include all the Steam card games.

As you know, we're gamers ourselves. Sometimes you don't have thousands of dollars for those skins or items you want in a new game. But now, if you have assets in those three games, you can get what you want in another game RIGHT NOW.

In the next 48 hours, if you go to [PlayerStash.com](#) and do an asset trade, your name will be entered into a drawing to win \$100 in game assets for any game.

You should know that **1 in 20 will win**, so odds are pretty good. Don't delay! Click that link above right now!

(email signature)

P.S. Remember, this is a **very special, limited-time offer**. Don't delay.

Email 2

Subject: Do you want more, [FIRSTNAME]?

Subject: Game assets at wholesale costs?

Hey [FIRSTNAME],

It's (name) again from Loot4rs and PlayerStash. I wanted to give you the entire story about this new swapping experience and tell you exactly why you'll love it.

Historically, trading unused gold from OSRS to RS3 has been easy, but other swaps have been practically non-existent. Well, we decided to change that.

If you have unused game currencies in OSRS, RS3, or WOW Classic U.S., the possibilities are practically endless, especially if you include all the Steam card games. And we're adding new games all the time. Seriously, check it out for yourself: [PlayerStash](#).

Honestly, trading assets from one game to another is better for so many reasons. It's free, and you get wholesale costs when you swap with us, as opposed to paying high fees when you sell assets in one game and buy them in another.

You also avoid those game company headaches. You know the ones I'm talking about: customer service reps that can't speak English, currency deliveries that take forever, all the wasted time and effort, problems with payment systems, etc.

PlayerStash is a game-changer. I'm hooked! – Nicky B.

Thanks, Nicky B! We agree.

Imagine that you really want an item or skin in Gta5 or Fifa but don't have the money or don't want to wait several days to sell and buy assets. Click below and **you could have that new item in minutes.**

[PlayerStash](#): **Get what you want in another game right now.**

(email signature)

Email 3

Subject: How many games are you playing, [FIRSTNAME]?

Subject: Do you want game assets now or later?

Hey [FIRSTNAME],

I'll be honest with you. When I want something, I want it right now. I hate waiting. By the way, this is (name) from [PlayerStash](#) if you didn't already figure that out.

If you're playing two or more games at the same time, and doing well in one but want something in another, why not transfer that in-game currency?

PlayerStash levels the playing field for those of us who don't have thousands of dollars to spend. If you don't have the money but have unused game currencies in OSRS, RS3, or WOW Classic U.S., you can trade them to your new favorite game. It allows gamers like yourself to stop grinding and wasting time.

Just as with Loot4rs, PlayerStash has no hidden fees and the same fast, painless service you've come to expect. Plus, swaps are free, and you get wholesale value!

I just traded unused gold from RS3 to my new favorite game in minutes. Thanks, PlayerStash! – Zane

No. Thank you, Zane!

Imagine getting that new skin or item in YOUR favorite new game INSTANTLY! You don't have to wait. You can get what you want right now... if you click below.

[PlayerStash](#): **Get out of a game what you put into it.**

(email signature)

Email 4

Subject: Fund your next adventure, [FIRSTNAME]

Subject: Want to know a secret?

Hey [FIRSTNAME],

It's (name) again from [PlayerStash](#) and Loot4rs. Do you know why people are afraid to try something new, [FIRSTNAME]? It's the fear of regret!

The great thing about PlayerStash is that it's regret-free. If you trade your unused game currencies from OSRS, RS3, or WOW Classic U.S. to fund your next adventure, you know exactly what you're getting from a company you already know well. Maybe you're even one of the 5000+ 5-star reviews we've received. (And thanks, if you are!)

I'm a gamer myself. I know how it feels when you spend a lot of time working hard in one game, then want a skin or item in another game. What do you do with all the assets you've earned or purchased?

That's why we created PlayerStash. Even if you don't have thousands of dollars to spend on your new adventure, you can trade your unused gold in minutes and get what you want in your new favorite game right now. It's time you're able to get out of a game what you put into it.

Swapping is free, easy, and fast, and you'll save money.

Don't go anywhere else. PlayerStash is the best service I have found. – Terrance

Thanks, Terrance! We'd have to agree with you.

Trade your unused game currencies in one game for that item you really want in another.

[PlayerStash](#): **Fund your new adventure right now risk-free.**

(email signature)

Email 5

Subject: Customer service in gaming is...

Subject: Do you enjoy the run-around, [FIRSTNAME]?

Hey [FIRSTNAME],

It's (name) again from [PlayerStash](#) and Loot4rs. When we got started in this business, we decided to prioritize customer service because (honestly) what's normal is awful.

Do any of these customer service problems sound familiar to you:

- Reps who don't speak English
- Reps who only have 10 default phrases
- Reps who don't solve your problems
- Reps who give you the run-around
- Reps who make you want to scream and punch something

We had the same problems ourselves once upon a time. This is why we only cater to the U.S. market and hire customer service and chat reps who are native English speakers.

We will never outsource our customer service. You'll get friendly service from reps who get to know you. You'll get questions answered in understandable English. And you'll avoid the headaches and frustration you get from some of our competitors.

PlayerStash has the same great customer service you've come to expect from Loot4rs.

Best customer service reps in the business! – Sid

Thanks, Sid. We definitely make customer service a priority!

Click the link below and trade some of your unused gold from OSRS, RS3, or WOW Classic U.S. to fund your new adventure today. And feel confident in knowing we always have your back.

[PlayerStash](#): **Customer service begins with caring about customers!**

(email signature)

Email 6

Subject: Ready for a new adventure, [FIRSTNAME]?

Subject: You don't even need money!

Hey [FIRSTNAME],

Have you ever wished that you could trade your unused game currencies from one game to another and hit the ground running?

It's (name) again from [PlayerStash](#) and Loot4rs. The reason I know you'll love our new in-game currency swapping site is because customers like you have told us repeatedly that this is what they want.

Whether you're done playing one game or just want to try out another, PlayerStash lets you get the skins or items you want instantly in your new game. And what's a new adventure without a few toys?

You don't even need money! If you have unused gold in OSRS, RS3, or WOW Classic U.S., you can get the items you want NOW in thousands of games. The possibilities are practically endless, and we are adding new game swaps all the time.

I never knew you could trade game assets. PlayerStash is my new favorite site! – Art

Thanks, Art. We knew you'd love it because loyal customers like you have been asking for it.

Get the items or skins you want in your new game instantly! Click the link below.

[PlayerStash](#): Isn't **NOW** the best time to get what you want?

(email signature)

Email 7

Subject: Win \$100 in game assets today!

Subject: An offer you can't refuse?

Hey [FIRSTNAME],

You may recall an offer we made to you a couple of weeks ago. Well, that offer is available again for a limited time!

It's (name) again from [PlayerStash](#) and Loot4rs. If you give PlayerStash a try in the next 48 hours, not only will you instantly get the items you want in your new favorite game, but you'll also have a 1 in 20 **chance of winning \$100 in game assets**.

Imagine trading your unused gold from OSRS, RS3, or WOW Classic U.S. to one of thousands of new games and instantly getting that new skin or item you really want. Now, imagine that you can also win \$100 in game currency for that new game.

How's that for an unbeatable offer?

We've been offering game asset swaps for customers like you on Loot4rs for months. Only now, with PlayerStash, we've leveled up in ways you can't imagine. And we're adding new swaps all the time.

Don't wait for items you want in your new favorite game. Trade some unused gold today and you might even win \$100 in game assets! Just click the link below.

[PlayerStash](#): **Try us today for a chance to win \$100 in game assets!**

(email signature)

P.S. Don't wait. **This offer only lasts 48 hours!**