

Neon Dawn

This is a series of promotional emails created to induce recipients into watching a client's video based marketing message.

Content for seven different promotional emails created for one of our clients.

Email 1

It's not the latest rom-com but we at ALF feel that our new 3 minute film will be one of the most important videos you ever see. It's an introduction to our revolutionary online health programme. A programme that could change your life forever. Click here to see it.

(49 words)

Email 2

Roll, up, roll up, come and join ALF for the health and fitness ride of a lifetime. No more boring diets, no more feeling alone and unsure. We, ALF, have the online health and fitness programme that'll become your new best friend. Guiding you towards a healthier and fitter future. Click here to know more.

(55 words)

Email 3

Fed up with faddy diets, complex diet plans and expensive pre-made meals? Do you want meal plans that are designed to be simple, cost effective, waste reducing and help you achieve your fitness goals? Then you need to check out ALF's range of meal plans tailored to your lifestyle and tastes. Enabling you to enjoy tasty and satisfying meals as part of the ALF fitness programme. Click here to learn more.

(71 words)

Email 4

Exercise is an essential part of our successful programme to improve your health and fitness. But does the same exercise regime have the same results for all people? ALF says "No!" We believe that everyone is different. Our exercise plans are designed for each of our clients, targeting their problem areas and addressing their goals. Click here to find out more about ALF's exercise plans and how they can help you achieve the body you've always dreamed of.

(78 words)

Email 5

Getting fit is all about goals. Goals that motivate you to work hard towards achieving your dream body. The ALF system not only measures how well you're working towards those goals but also, uniquely, predicts your progress and acts as a motivator. Showing you where you should be and when during your journey. Enabling you to achieve your health goals quicker and with greater confidence through greater understanding of how to get the most out of your body. Click here to learn more.

(83 words)

Email 6

Getting fit is a challenge and when you're faced with a challenge isn't it nice to have a friend around to offer a few words of advice and encouragement? ALF can do the same for you. Our dieticians and personal trainers are here to answer your questions, advise you and offer you a helping hand as you change your life for the better. Click here to know more.

(68 words)

Email 7

Let's face it, getting fit can sometimes be a bit dull. Eating the same foods and doing the same exercises can soon become a bit of a drudge that can make Jane a dull girl. That's where ALF's Resource Centre comes in. It's packed with exciting recipes, new exercise ideas and motivational content which will keep you focused on your health goals. Introducing much needed variation to stave off boredom and keep your mind on the prize. Click here to learn more.

(83 words)

