

10 Promotional Email Templates

Each template is designed to help you craft compelling promotional emails for different scenarios.

Promotional Email Template 1: New Product Launch

Subject: Introducing [Product Name] – Available Now!

Body: Hi [Subscriber Name],

We're excited to announce the launch of our latest product, [Product Name]! Designed to [solve a problem/meet a need], [Product Name] is now available for purchase.

For a limited time, enjoy [discount/offer] when you order today.

Don't miss out – [Product Name] is selling fast!

[Shop Now](#)

Best regards,

The [Your Brand] Team

Promotional Email Template 2: Limited-Time Offer

Subject: Hurry! Get [Discount]% Off [Product/Service] – Limited Time Only

Body: Hello [Subscriber Name],

Time is running out! We're offering [Discount]% off on [Product/Service], but this deal won't last long.

Use code [CODE] at checkout to take advantage of this special offer.

Don't wait – this offer expires on [Date]!

[Shop Now](#)

Cheers,

The [Your Brand] Team

Promotional Email Template 3: Holiday Sale

Subject: [Holiday] Sale: Save Big on [Product/Service]!

Body: Hi [Subscriber Name],

Celebrate [Holiday] with huge savings! For a limited time, enjoy up to [Discount]% off on our [Product/Service] collection.

Treat yourself or find the perfect gift for someone special.

Shop Now and make this [Holiday] one to remember!

Best,
The [Your Brand] Team

Promotional Email Template 4: Flash Sale

Subject: Flash Sale Alert! [Product/Service] Up to [Discount]% Off

Body: Hi [Subscriber Name],

Our flash sale is on! For the next [X hours/days], get up to [Discount]% off on [Product/Service].

Don't miss your chance to grab these amazing deals before they're gone!

Shop Now
Best regards,
The [Your Brand] Team

Promotional Email Template 5: Exclusive VIP Offer

Subject: Exclusive Offer Just for You, [Subscriber Name]!

Body: Hello [Subscriber Name],

As a valued VIP member, we're offering you an exclusive [Discount]% off on [Product/Service].

Use code [VIPCODE] at checkout to unlock your special discount.

Thank you for being a loyal customer – enjoy your savings!

Shop Now
Warm regards,
The [Your Brand] VIP Team

Promotional Email Template 6: New Collection Launch

Subject: Explore Our New [Collection Name] – Now Available!

Body: Hi [Subscriber Name],

We're thrilled to introduce our brand-new [Collection Name]! This collection features [brief description of the collection], perfect for [target audience or season].

Shop now and be among the first to experience our latest designs.

Shop the Collection
Best regards,
The [Your Brand] Team

Promotional Email Template 7: Free Shipping Offer

Subject: Free Shipping on All Orders Over [Amount] – Shop Now!

Body: Hello [Subscriber Name],

For a limited time, we're offering free shipping on all orders over [Amount]! It's the perfect opportunity to stock up on your favorite [Product/Service].

No code needed – simply add your items to your cart and enjoy free delivery.

Shop Now and take advantage of this special offer today!

Cheers,
The [Your Brand] Team

Promotional Email Template 8: Clearance Sale

Subject: Clearance Sale: Up to [Discount]% Off – While Supplies Last!

Body: Hi [Subscriber Name],

Our clearance sale is on, and items are selling fast! Get up to [Discount]% off on select [Product/Service], available only while supplies last.

Don't miss out – once they're gone, they're gone!

Shop Now
Best regards,
The [Your Brand] Team

Promotional Email Template 9: Early Access for Subscribers

Subject: Early Access! Shop Our Sale Before Anyone Else

Body: Hi [Subscriber Name],

As a subscriber, you're getting early access to our upcoming sale! Shop now and enjoy [Discount]% off on [Product/Service] before the general public.

This exclusive offer is only available to our subscribers, so take advantage of it now!

Shop Now
Warm regards,
The [Your Brand] Team

Promotional Email Template 10: Bundle Offer

Subject: Special Bundle Offer: Save More When You Buy Together!

Body: Hello [Subscriber Name],

Save big with our special bundle offer! For a limited time, when you purchase [Product 1] and [Product 2] together, you'll save [Amount]!

This deal is too good to pass up – get the best of both worlds and save.

Shop Now
Cheers,
The [Your Brand] Team

These promotional email templates are designed to be versatile and effective across various industries. They're easy to customize to fit your brand's style and voice, helping you maximize engagement and boost sales.