



Onboarding Nurture Campaign Sequence
Marketing Team 2022

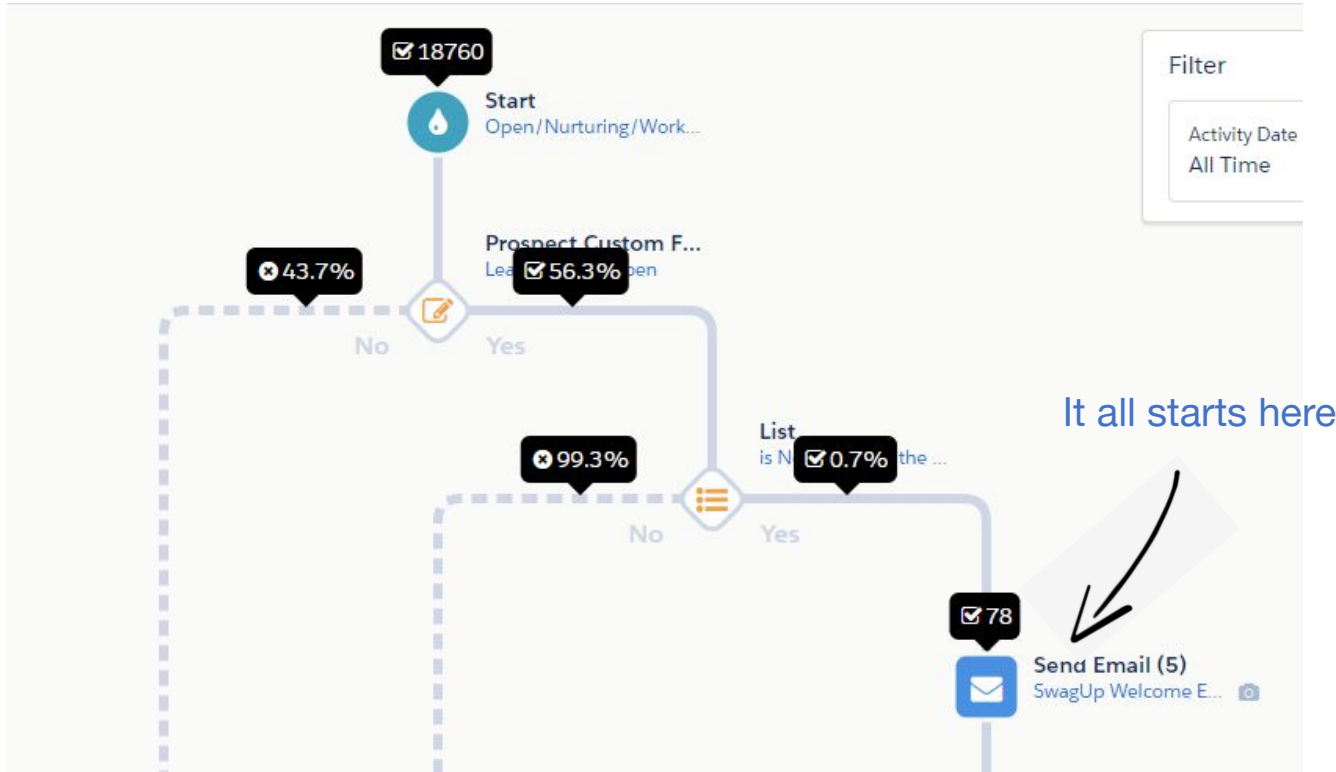
Disclaimer

Some emails in this sequence you're about to tab through are only messaged at *very specific triggers*. Not every prospect / lead will receive every email in the cadence you're about to view. If you have questions about the specific email or copy, please contact Shannon or the Marketing Team to review.

We're really excited to share this first step in addressing CAPACITY through AUTOMATION, and are confident that EDUCATING all new leads will help make your day in sales easier!

#tothemoon

Onboarding Nurture Campaign Sequence



Swag-Zero Welcome to SwagUp

Subject

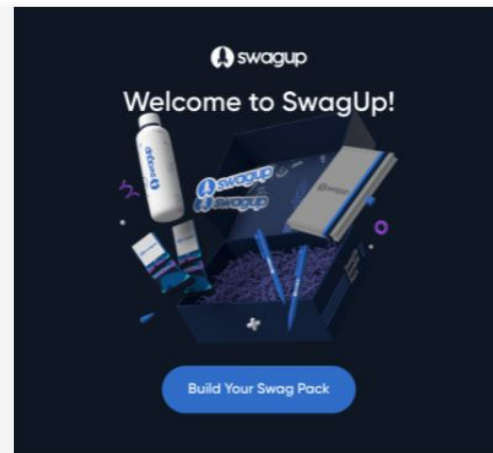
Welcome to SwagUp!

Theme

#tothemoon

CTA

Depends on Lead Source



Thanks for joining. We're glad you're here!

Get a sense of what it's like to unbox one of our fully custom swag packs. Request your sample pack below and we'll have it to your office the next day, totally free*

Grab a FREE Sample Pack

We've mastered swag packs, so you don't have to.

SwagUp has one integrated platform to Create, Automate, and Distribute high quality swag anywhere!



1

Your Experience Pack Has Shipped

Subject

🚀 Launch Sequence Initiated

Theme

What to expect + next steps

CTA

Dashboard registration/get in touch



Get ready for some next-level unboxing.

Your Experience Pack is on its way! Chock full of the highest-rated swag and topped off with a few surprises, our Experience Pack is your ticket to the SwagUp Experience.

Up here, swag is fun, designing your ideal pack is a breeze, and we handle the storage and shipping so you don't have to.

Ready to Launch?

START DESIGNING

2022 LOOKBOOK

Questions or prefer to chat?

Give us a call M-F, 7AM-5PM EST at [646-494-0520](tel:646-494-0520), [schedule a meeting](#) with a member of our Sales team, or check out our [SwagUp Knowledge Base!](#)

2

Dashboard 101

Subject


Welcome to your Dashboard!

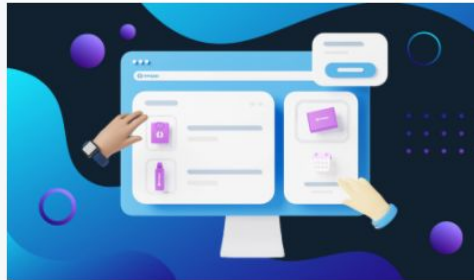
Theme

Intro to Dashboard

CTA

Dashboard Loom Video





Step 1: Grab an Experience Pack.

Step 2? Dashboard 101.

Your SwagUp dashboard is where the magic happens, and since you're new here, we wanted to give you the grand tour!

Log in, click around, and start creating the swag that will connect you with the folks that matter most.

Before getting started, check out this quick walk through video [here](#). If you're ready to rock or need some inspiration, click one of the links below!

[START DESIGNING](#)

[2022 LOOKBOOK](#)

Remember, swag should be fun!

Have questions, or want to chat?

Give us a call M-F, 7AM-5PM EST at [646-494-0520](tel:646-494-0520), [schedule a meeting](#) with a member of our Sales team, or check out [SwagUp](#)

3 Start Designing

Subject

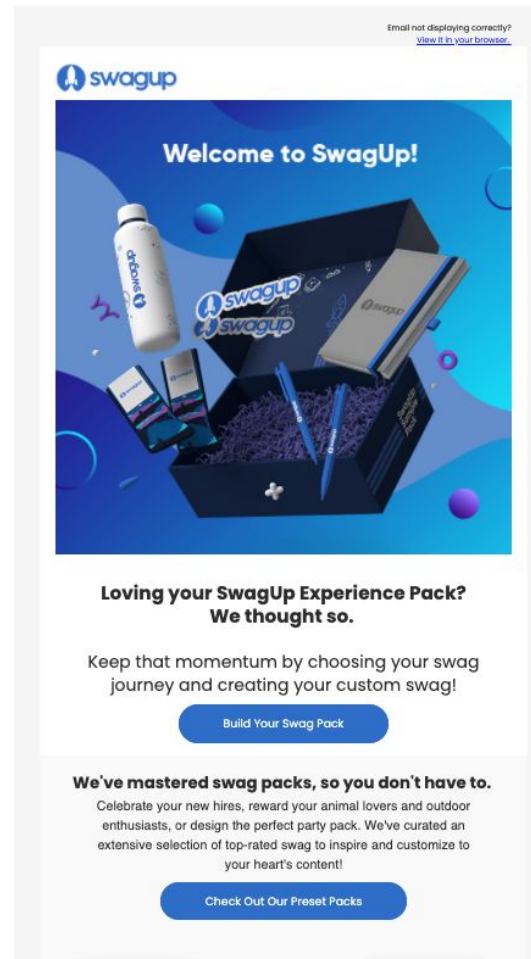
Choose Your Swag Adventure

Theme

Intro to Pack Builder, Preset Packs, Bulk

CTA

Start Your Project



4

Start Designing

(Not all leads will receive)

Subject

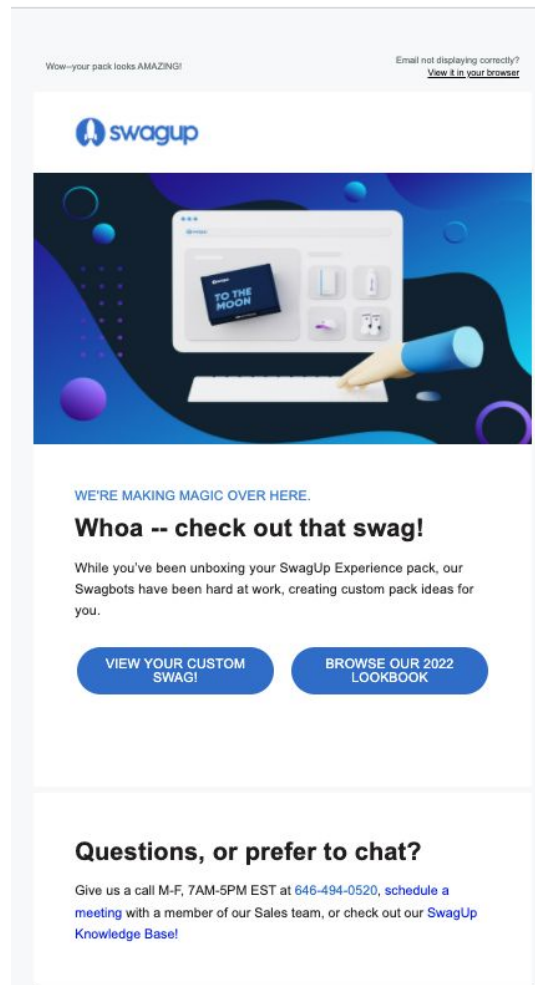
Your Custom Pack is Ready!

Theme

Hey, We've Made Something For You

CTA

AI Mockup / View Your Custom Pack



5

Help @ SwagUp Knowledge Base + Design

Subject



Swag Support, Reporting for Duty!



Theme

Support every step of the way

CTA

Reach out / SwagUp Help Center

Our Swagstronauts are standing by. email not displaying correctly? [View it in your browser](#)



With our team, your brand is in the best hands.

Our talented Swagstronauts are here to help lend a hand with ideas and visuals.

Need pack ideas, or want to make a design a little more creative? Just ask, and we'll hop in to help – we love that stuff!

Nearly every product we offer is fully customizable, allowing for maximum creativity as you design your ideal swag.

Let's get creative!

[START DESIGNING](#) [2022 LOOKBOOK](#)

Questions, or prefer to chat?

Give us a call M-F, 7AM-5PM EST at [646-494-0520](tel:646-494-0520), [schedule a meeting](#) with a member of our Sales team, or check out our [SwagUp In](#)

6 Warehousing w/ SwagUp

Subject

Secure Your Swag + Reclaim Your Space



Theme

Single Source Swag /How We're Automating
Assembly Warehousing and Fulfillment

CTA

HelpDesk OR Speak with your Account Executive

Let us store your swag. Email not displaying correctly? [View it in your browser](#)



We are your single-source swag solution.

Gain peace of mind (and extra space!) when you store your swag packs and bulk items with us. We'll even handle the fulfillment, so you can get back to what's important.

3 steps to success:

- Store + secure:** Pay a one-time fee per item and store your newly ordered swag and any bulk inventory in our fulfillment center.
- Select + ship:** Place orders, schedule swag shipments, and track shipment status, right from your SwagUp dashboard.
- Take a break:** We've got it from here! Our talented Swagstronauts will take care of packing and shipping your swag.

[KNOWLEDGE BASE](#) [2022 LOOKBOOK](#)

7 3rd Party Items

Subject

Our Swag + Your Swag: The Dream Team



Theme

Third party info and best practices

CTA

Speak with your Account Executive




Store your 3rd Party Items with us - here's how! Email not displaying correctly? [View it in your browser](#)



There's always room for great swag.

If you're sitting on branded merch, why not include it in your SwagUp swag packs? We pack, store, and ship 3rd party items every day!

3 steps to 3rd Party Success:

-  **Discuss + decide:** Share your 3rd-party plans with your SwagUp Account Executive.*
-  **Check out :** Purchase your order, including 3rd party inclusion fees.
-  **Prep for launch :** Post-purchase, your Account Executive will provide you with the tools necessary to prep our mission team for your swag's arrival!

[KNOWLEDGE BASE](#) [2022 LOOKBOOK](#)

8 Production Request Checklist

Subject

🚀 Pre-Launch Checklist

Theme

How to finalize and place your order

CTA

Add your high res files and PMS colors to dashboard



Final flight check! We need a few details before your order can be finalized.

Providing the following info on the dashboard helps ensure a smooth liftoff:

📁 **Logo(s) in vector format** (.pdf, .eps, or .ai) help ensure optimal imprint quality. Add these files to the Decoration Details tab on each proof.

🎨 **Pantone (PMS) color codes:** We utilize a Pantone Coated color match (ex 213c) to ensure consistency across imprinted items. Add these files under the 'Color Used' section of the Decoration Details tab on each proof.

♥️ **Insert card messages** are digitally printed, so please provide the copy/design you'd like for both sides - you can submit these details in the Decorations tab on the proof!

👕 **Sizes** (for apparel) are added right to the dashboard after you've finalized each proof. Each item in a pack must be the same size!

Ready to take this project #tothemoon?

9 Integrations

Subject

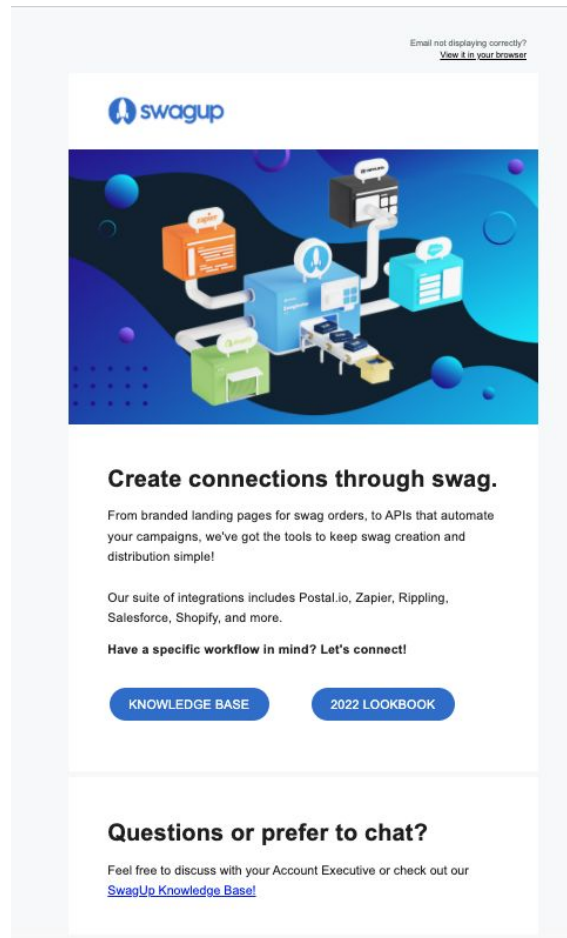
Click, Integrate, Automate

Theme

High-level integrations overview; will eventually link out to updated Integrations landing page; currently links out to Help Center

CTA

Knowledge Base / Help Center



10 Redeem Pages

Subject

SwagUp Redeem Pages: Fulfillment Without Friction

Theme



Automate fulfillment with SwagUp; save time

CTA

Check out redeem pages

Automated fulfillment = more free time.

Email not displaying correctly?
[View it in your browser](#)



Automate fulfillment so you can spend your time doing better things.

Say goodbye to gathering sizes and delivery info, and hello to SwagUp Redeem pages, our simple, branded solution for automating data collection.

Ready to level up? Pair your branded Redeem page with a Zapier integration to automatically sync your recipients' entries to your dashboard.

More swag connections with the folks that matter, and more time back in your day. Win-win.

What are you waiting for? Take back your time!

[SAMPLE REDEEM PAGE](#)[DASHBOARD LOGIN](#)

11

Unutilized Budget

Subject

Don't Leave Money on the Table



Theme

Spend or save your leftover budget with SwagUp

CTA

Check out redeem pages

Email not displaying correctly? [View it in your browser](#)



MO' SWAG > NO SWAG.

Budget burning a hole in your pocket?

Let us help you turn that unallocated cash into the coolest line item -
- sweet custom swag! Recognize your team, welcome new hires,
and delight your clients with a branded swag pack. **Searching for swag inspo? We've got you.**

[2022 LOOKBOOK](#) [START DESIGNING](#)

Want swag but can't decide? Chat with us about adding that excess budget to your SwagUp dashboard as a credit toward shipping or product, without an expiration date.

Questions, or prefer to chat?