MICHELLE CHEUNG

Email Designs



michelle, you're almost there!

here we are - smack dab in the middle of your mala world journey. we're so close! the soulmates tier is just within your reach and we want to help you out.

use this code in the next 48 hours to get 15% off your next purchase:

MALAWORLD%%

SHOP NOW

EMAIL FLOWS

Designed email flows for

Post-Purchase emails

Abandoned Cart emails

Loyalty Program emails

Browse abandonment emails

Customer Win back emails

Welcome emails



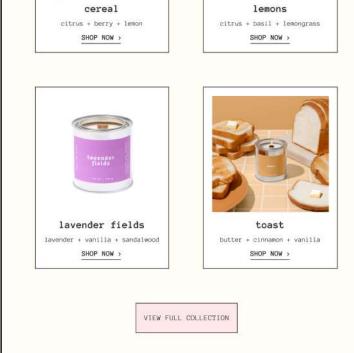
hi michelle!

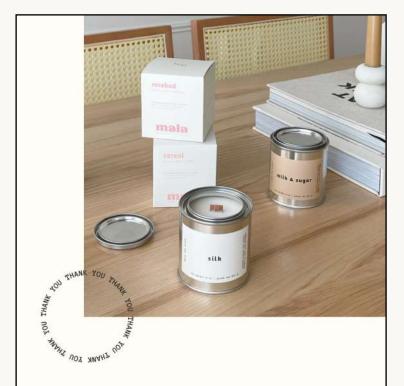
you're entered into our 'win a year of candles' contest. we're so happy to have you part of the mala fam! we'll pick one winner once a month, keep your eyes on your inbox.

our emails often go to spam. if you can either respond to this email with a "hi!" or simply move this email over to "primary" that would be cool!









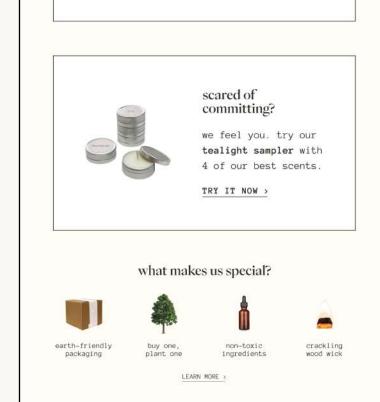
yay! we hope you were able to find your scent match based on your quiz results...

if not, reply back to this email and we'll help ya out!

to say thanks, respond to this email with your order number and we'll gift you a free surprise gift (\$24+ value!) with your first order.

SHOP NOW







hi michelle,

we've been up to some really exciting things here at the mala HQ, and we'd love to share em with you! please enjoy 15% off for the next 48 hours with this special code:

WELCOMEBACK



FOR THE CONTEMPLATOR >

FOR THE NIGHTS IN >



FOR THE WFH DAYS >

SEE MORE



we just wanted to send a friendly reminder that your offer expires today at midnight, save 10% on your first purchase with us using code:

BROWSE10000



Cereal | Citrus + Berry +

Quantity: 1 -Total: \$85.00

GO TO CHECKOUT

please note: code is not valid on sale items bundles, or limited edition products.

need some recommendations?

let us introduce you to our best-sellers! the handcrafted candles that have been most loved by our community.



cereal, the scent every one is talking about.

"there aren't enough words to describe how much I love this candle! I purchased 5 backups so I'm never without it!"

SHOP CEREAL >

milk and sugar

"I LOVE this one, it fills the room with such a lovely smell of cookies and it's so comforting and warm.I'm definitely going to be purchasing this one again."

SHOP MILK AND SUGAR >



scared of committing?



we feel you. try our discovery tealight kit and sniff 8 tealights from our collections.

SHOP DISCOVERY KIT >

bundle & save!

bundle and save big with our candles!

SHOP BUNDLES >

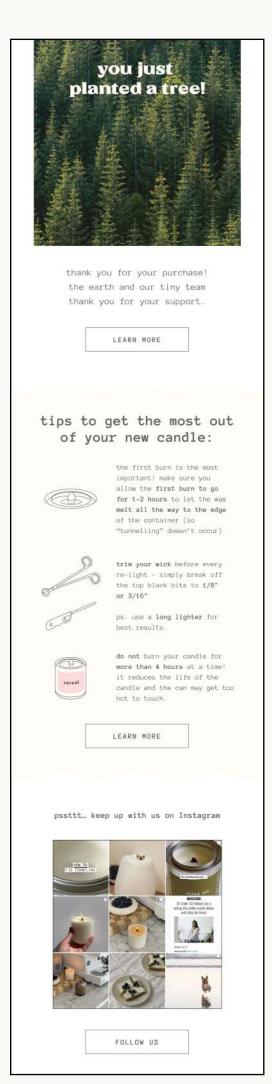


EMAIL FLOWS

Redesigned the email flows to be aesthetically aligned with the redesigned website.

Welcome Email Post-Purchase Email Browse Abandonment Email







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Updated

Previous



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join our sms club for 15% off your

SIGN ME UP

first order, sms exclusive promos,

WELCOME FLOW EMAILS

02/ Recommendation email

04/ Product education email

03/ Press approval email

01/ Welcome email

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still can't decide?

test out our scent quiz to help you narrow down your scent choices.

LET'S DO IT

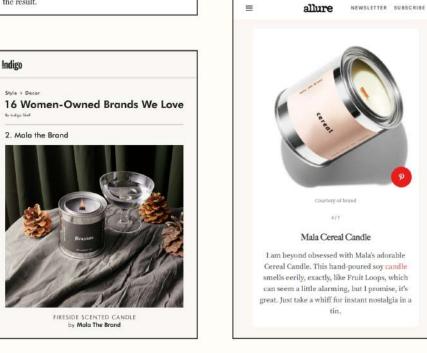




loticing a gap in the market for toxin-free candles that used thoughtful packaging, and even postonsumer waste, she set about creating her lineup of hand-poured, uniquely scented pieces. And Mala was

Forbes

rk Times







BuzzFeed



10,000 trees in a single month to help restore the coastal mangrove population in kenya, after hearing feedback from our community, we decided to partner with

by using veritree's blockchain technology, it's enabled us to see our impact with our





START PLANTING



mala × veritree back in april 2022, we pledged to plant veritree for further planting transparency. tree planting efforts directly. LEARN MORE > PLANTED FOR EVERY CANDLE eco-friendly packaging our packaging is tree-free meaning they are 100% recyclable and compostable! also, they're sized to fit our candles perfectly to avoid excess waste. tree-free paper sources regrow and does not disrupt the ecosystem (no deforestation)!

see what all the buzz is about!

discover why our candles are so loved.

COSMOPOLITAN

SHOP NOW

SPRING 2023 COLLECTION EMAILS

- **01/** Announcement email for wholesale retailers to provide important details and to pre-order of the upcoming collection.
- **02/** Tease and lead generation email for subscribers to announce the spring collection is coming soon.
- 03/ Reveal email for the customers to know what scents are part of the new collection.
- **04/** Launch email with CTAs going to the product pages to push sales.









FALL 2023 COLLECTION EMAILS

01/ Tease and lead generation email to announce the fall collection is coming soon.

02/ Reveal email to keep the interest high by revealing the fall collection line-up.

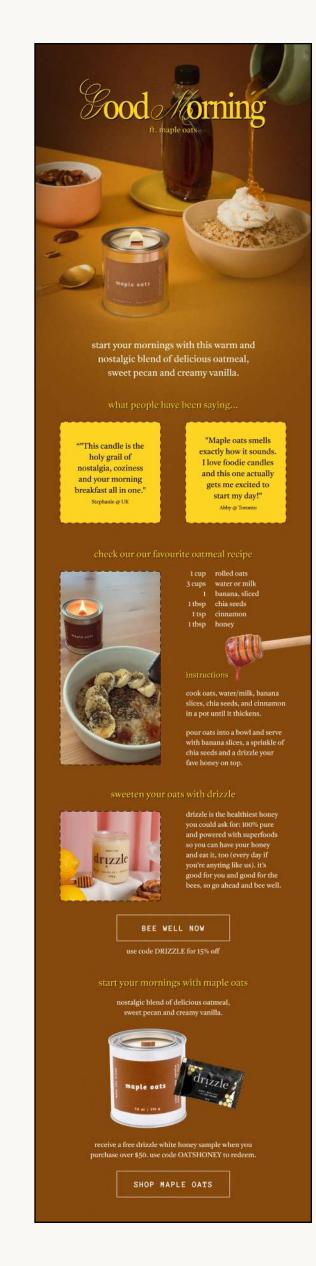
03/ Launch email with CTAs going to the product pages to push sales.

04 + 05/ Product specific emails to highlight the products to help push sales.





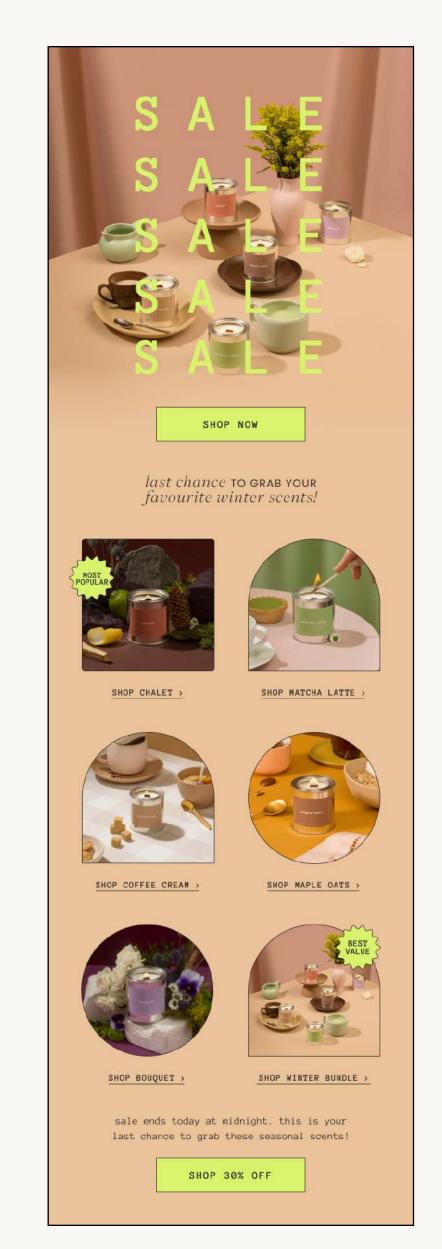


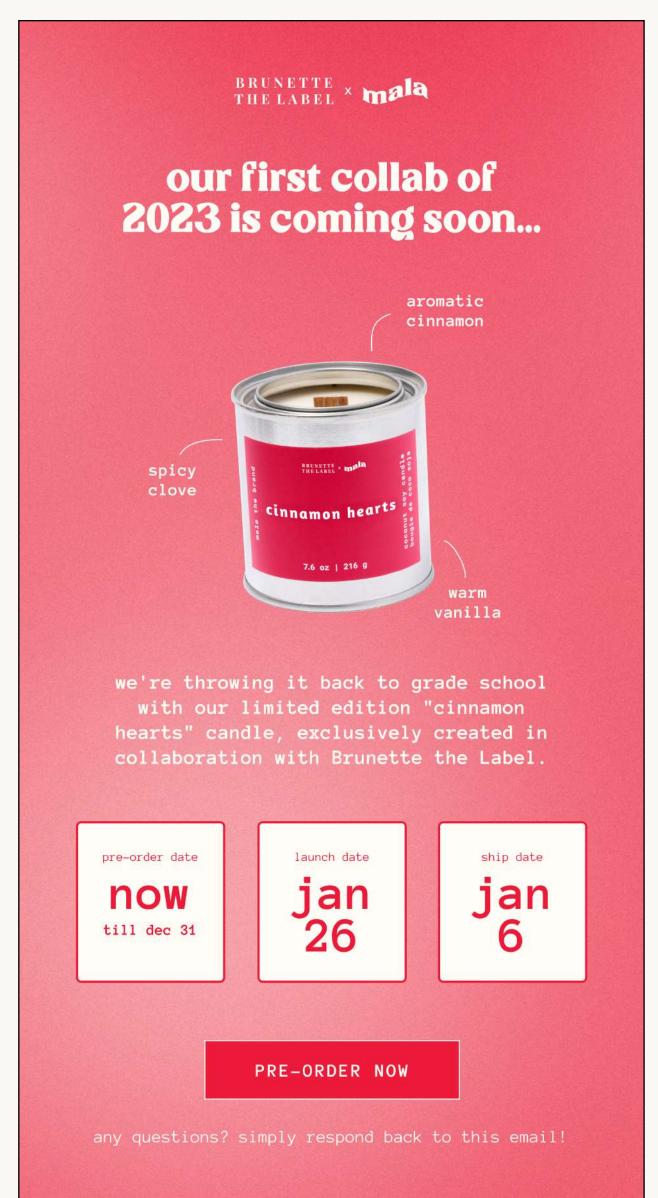




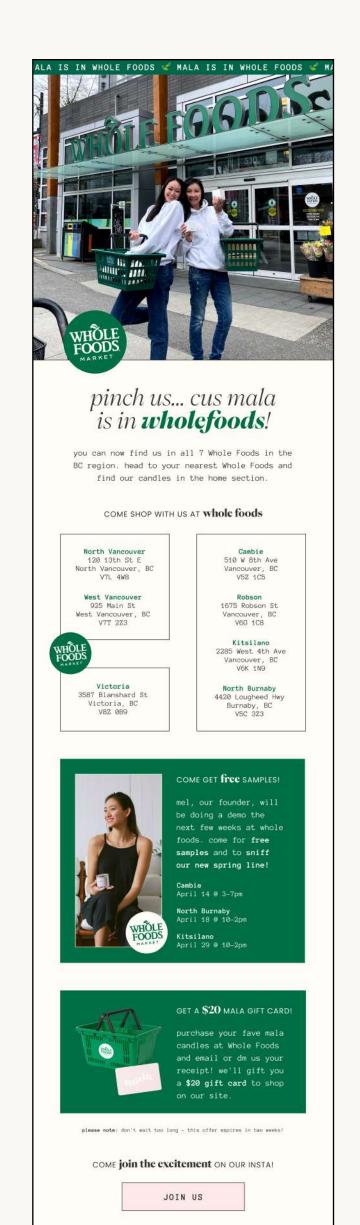
ANNOUNCEMENT EMAILS

- **01/** Sale email to push sales for soon to be discontinued products.
- **02/** Announcement email for wholesale retailers to pre-order the Brunette the Label collaboration candle before the official launch.
- **03/** Holt Renfrew launch announcement email with incentives for customers to visit the locations and purchase the products.
- **04/** Whole Foods launch announcement email with incentives for customers to visit the locations and purchase the products.









COLLABORATION EMAILS

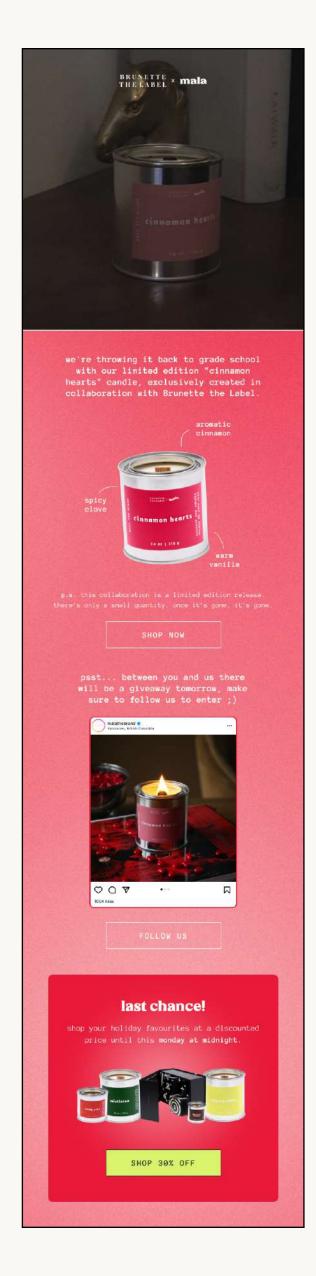
01/ Brunette the Label

02/ The Jilly Box by Jillian Harris

03/ Tentree

04/ Coffee Bae

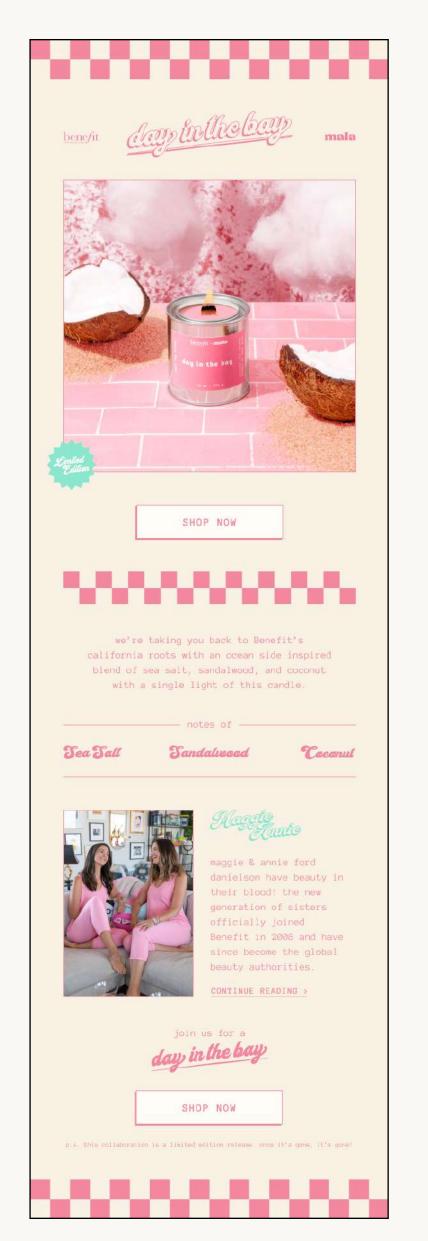
05/ Benefit Cosmetics











CEREAL COLLECTION EMAILS

- **01/** Announcement email for wholesale retailers to pre-order the collection before the official launch.
- **02/** Tease email and lead generation for email subscribers to announce the cereal collection is coming soon.
- **03/** Product reveal email to keep the interest going by revealing the collection line-up. Interested customers can sign up for early access via the CTA.
- **04/** Launch email with CTAs going to the website to push sales.









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Thank you!