

DG Scrapworks Email Samples

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Welcome Email – HTML Lite

Vs. 1

From: DG Scrapworks.com mboone@dgscrapworks.com

Subject: We'd like to help you celebrate your first purchase with us
In celebration of your first purchase
CELEBRATE! Extra DG benefits you may not know about...

DG Scrapworks.com
DG Scrapworks.com

Digital Photo Printing Online



This email is not displaying properly? [View in your browser](#)
If you don't want to receive more emails from DG Scrapworks.com, [please unsubscribe here](#).

Dear Faith,

Congratulations on your first order with DG Scrapworks.com! And thank you.

- Thank you for sticking with the process long enough to get your beautiful, one-of-a-kind digital photos in a print medium. (*Your invoice is in a separate email.*)
- *Thank you* for taking the time to pick out your favorite photos...sharpen them up enough to justify the expense...and then do all the work uploading them to our site...
- **Thank you** for being patient while our servers chewed on the data; (and – let's face it – probably spat it out a few times. We are, *always*, working on it.)
- **Thank you** for trusting us to hold up our end and deliver quality products at reasonable prices.

Now for our promise. *Our greatest reward is your best experience.* DG Scrapworks.com didn't get the reputation as the finest digital photo printer...anywhere...by letting our customers down.

In fact, while you're waiting for your first product(s) to arrive, check out this [FREE Camera Guide](#). Compiled by expert photographers, it gives you a quick overview of the commands available to you on most common cameras, from cell phones to heavy-duty SLRs.

And you can [sign-up here](#) to receive our info-series on actual shooting. Each *free email* will teach you how to photograph specific situations, from lowlight, to high-speed stop action, to incredibly tricky panning techniques.

And, while you're improving your shooting, and thus your finished products – here's a few helpful extras you may not know DG offers – even if you're one of those incredibly dedicated people who read *all* the fine print the promotions!

- ✓ Super-savings! DG Scrapworks.com sends out regular emails apprising you of free offers, percentage discounts, Free Shipping, and other special offers.
- ✓ FREE! DG Scrapworks.com does not charge for “non-physical” items. Our easy like and sharing features allows you to save many of your projects; photo books, single images, and calendars; to Facebook, Pinterest, and more.
- ✓ **Guaranteed!** Every order, not just your first, comes with DG Scrapworks.com 30-day satisfaction guarantee. Up until 30 days after your item ships you can decide it's not satisfactory. No questions will be asked, and your product will be replaced or refunded.

Your new product will be with you as soon as possible, but your next free promotion or discount code may beat it! See how you can [lock in savings](#) on a project – and pay a few months later, or in an easy payment plan.

If you have further questions, or any problems (*heaven forbid!*) with your order, please don't hesitate to contact our 24/7 customer service department by phone: (888) 000-0000. Or by email: customerservice@dscrapworks.com.

Wishing you many seasons of lovely photos,

Sincerely,
Marcus Boone
Management
(888) 111-1111
mboone@dscrapworks.com

Insert DG
Scrapworks.com logo
here.

From: From: DG Scrapworks.com mboone@dgscrapworks.com

Subject: Welcome to the world of printed digital photos

Celebrate your first order – find out more about DG Scrapworks.com

The Special Offers are just beginning

DG Scrapworks.com

Digital Photo Printing Online



This email is not displaying properly? [View in your browser](#)

If you don't want to receive more emails from DG Scrapworks.com, [please unsubscribe here](#).

Dear Bryan,

Your first order from DG Scrapworks.com is in the works! Congratulations on finding one of the finest – if not the very finest – digital photo printer...anywhere.

Hopefully this will just be the first of many times we will see you and your one-of-a-kind projects.

In fact, while you're waiting for your first product(s) to arrive, check out this [FREE Camera Guide](#). Compiled by expert photographers, it gives you a quick overview of the commands available to you on most common cameras, from cell phones to heavy-duty SLRs.

And you can [sign-up here](#) to receive our info-series on actual shooting. Each *free email* will teach you how to photograph specific situations, from lowlight, to high-speed stop action, to incredibly tricky panning techniques.

And, while you're improving your shooting, and thus your finished products – here's a few helpful extras you may not know DG offers – even if you're one of those incredibly dedicated people who read *all* the fine print the promotions!

- ✓ Super-savings! DG Scrapworks.com sends out regular emails apprising you of free offers, percentage discounts, Free Shipping, and other special offers.
- ✓ FREE! DG Scrapworks.com does not charge for “non-physical” items. Our easy like and sharing features allows you to save many of your projects; photo books, single images, and calendars; to Facebook, Pinterest, and more.
- ✓ Guaranteed! Every order, not just your first, comes with DG Scrapworks.com 30-day satisfaction guarantee. Up until 30 days after your item ships you can decide it's not satisfactory. No questions will be asked, and your product will be replaced or refunded.

To be totally honest I am only the customer relations manager, and I don't have a clue what it is the computer engineers and printing experts do to faithfully reproduce your unique and special photographs.

I do, however, have the data on my desk to tell me that they're doing “it” right.

- “DG Scrapworks.com has comparable prices to Snapfish, and an array of products more like Shutterfly. Great compromise; even an upgrade!” **Helen King, Rico, Colorado**
- “DG keeps reminding me of my 30-day guarantee, but nearly ten orders later and I've never used it!” **David Colton, Del Ray, Florida**

- “I can’t decide what I like better, DG Scrapworks super products, or their informational/education stuff. Both are useful to a self-taught pro like me.” **Aaron Johnson, Cheyenne, Wyoming**

Your new product will be with you as soon as possible, but your next free promotion or discount code may beat it! See how you can [lock in savings](#) on a project – and pay a few months later, or in an easy payment plan.

If you have further questions, or any problems (*heaven forbid!*) with your order, please don’t hesitate to contact our 24/7 customer service department by phone: (888) 000-0000. Or by email: customerservice@dgscripworks.com.

Wishing you many seasons of lovely photos,

Sincerely,
Marcus Boone
Management
(888) 111-1111
mboone@dgscripworks.com

Insert DG
Scrapworks.com logo
here.

From: **Suzanna Fitzgerald** sfitzgerald@dgsrapworks.com

Subject: **Make the Most of Your Snapfish Account – Tip #25**

Increase the **Quality** of your photo prints by increasing the quality of your photos...

This week, learn how to:

PHOTOGRAPH A STAR WHEEL



Dear Faith,

On a balmy summer night – complete with wood smoke, chirping crickets, and a soft breeze – you find yourself outside, fumbling with controls on your camera.

High above your head the vast, star-studded canopy of the night sky revolves away above you...unmatched in its dark beauty...unattainable in the camera...

In order to photograph a star wheel:



You Will Need

- A digital camera with a shutter speed that can be manually set...
- A tripod – or other stable surface where you can safely leave your camera...
- A shutter-button release *not* attached to your camera. *Check with your camera's manufacturer, it should be possible to find either a wireless or plug-and-play shutter release for a relatively reasonable price...*
- A spot where you can see a decent expanse of sky; and will have little (ideally zero) light pollution from the ground.
- A fully charged battery – and possibly a second one as well. *Long exposure shots will chew through your battery.*

Setting Up

Confused? Visit our archives at [DG PicWorks](#) for more thorough technical specs...

Set the camera at the right angle for your shot, and make sure that it will stay absolutely still. The slightest shake **will** ruin the shot. This is also why you need a separate shutter release – just touching the camera can be enough to create blur.

For [clean shots](#) try to keep ISO lower, high ISO will degrade the quality. Open your aperture as far as possible, f/4, f/2 or even lower.

In order to take pinhole pictures of the stars, you need a minimum [shutter speed](#) of 30s. This will give you sharp, clear little dots in a black field. For the famous “star wheels” you need even longer exposures, 2 minutes, 35 minutes, 2 hrs. Some professional shots seen in magazines are 12 hour exposures.

Either focus on a bit of the landscape in the foreground, such as a tree or mountain, or experiment with the [infinity focus](#) on your camera. This is tricky and may take a while.

Taking the Shot

Finally, step back, and click your shutter release. If you are shooting longer than 30s, it is possible your camera's next shutter speed will be “[bulb](#).”

This setting holds the shutter open as long as you hold the shutter release. For longer exposures you will want a shutter release you can lock down.

Wondering where the wheels come from? The movement of the heavens themselves. The stars move across the night sky – in fact, any exposure longer than 30s, and you will start to get a little movement blur. A half an hour is the minimum time to get a full wheel pattern. The longer the exposure, the fuller and brighter your star wheel will be.

Enjoy your night sky!

Sincerely,

Suzanna Fitzgerald
DG Scrapworks.com
sfitzgerald@dgscrapworks.com
(999) 000-0000

Insert DG Scrapworks Logo
Here

Not interested...?
Safely and easily
[UNSUBSCRIBE](#) from our
emails.

From: DG Scrapworks.com

Mark Ricci mricci@dgscrapworks.com

Subject: One Free Gift + 35% off – limited time ONLY

DG discount express – fall savings onboard

Autumn savings and one FREE gift!

DG Scrapworks.com
DG Scrapworks.com

Digital Photo Printing Online

Insert Logo
Here

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[Photo Books](#) [Calendars](#) [Photo Mugs](#) [Coasters & Magnets](#) [Personalized Gifts](#)

In background insert large photo of old fashioned train ALT Tag (Old West Train)

Text to cover "slightly faded" picture

The Discount Express is at the station....

AUTUMNAL SAVINGS

...And boy, do we have some bargains for you!

ONE FREE GIFT

Select ONE:

[Photo Mug](#)

[Magnet](#)

[8X10 Art Print](#)

[4 Coaster Set](#)

[Insert Photo of sample item underneath each heading]

Yes! I want my FREE gift [now](#)

35% Savings

**Use Code:
35fallingleaves**

At checkout

Free shipping on orders over \$45

**Use Code:
FREE45s**

Customer Service Email – Text Only

From: **customer service** customerservice@dgscrapworks.com

Subject: Your Email Made It!

Automated Response:

Hello Faith,

Your service request has been received: Service ID# 000003.

I am very sorry to hear that you are having technical difficulties with DG Scrapworks.com. Hopefully we will be able to resolve the issue very quickly.

Unfortunately, it will probably take our customer service department about 30 hours to fix this problem. You WILL hear from us within the next 30 hours.

In the meantime please check out our FAQ list, and also the Trouble Forum (<https://www.troubleforum/dgscrapworks/blog.com>) where DG Scrapworks.com customers are encouraged to ask and answer questions, as well as share past troubleshooting experiences.

If this problem becomes urgent, please call us at (888) 000-0000 with your Service ID# 000003.

Again, on behalf of DG Scrapworks.com, I would like to offer our apologies that you have had this issue.

Wishing you smooth technological sailing in future,

Sincerely,

Henry Bennett

Customer Service Director

DG Scrapworks.com

(888) 000-0000

hbennett@dgscrapworks.com

What People Are Saying

“Suzanna - nice job!

I like the second version of the welcome letter better than the first (just my opinion but the bullet points of thank you list was distracting).

As a Shutterfly customer myself, I can relate to many of the topics you presented in your series.

I like how you laid out the various designs and stayed with the HTML Lite structure.”

Stella Bouldin

“...Another very nice job! Your thoughtfulness, research and preparation always shows through in your work...well done!”

James Bonner

“Overall, I like the work. I will cast my vote for welcome letter #2...”

Stephen Ledford

“You do put a lot of effort in your writings... bravo!”

MJ Barrelet

“Nice piece of work and the information email is very interesting - considering I am not into photography at all.”

Yee Hoong

“You'll always do well... simply because of the preparation and thought you put in before writing. Keep doing that!”

Nick Osborne

“...You put a lot of thought and work into your submissions and it shows. Very nice job.

Great job on the Info email - loved the opening

Promo flier - I like Subject line 1 because it is specific and has urgency built in

Customer service email is good.

Nice work Suzanna.”

Frank Farrell