EazWorld

TEMPLATE

Email Marketing Starter Templates

Five copy-and-paste emails for Ghanaian businesses. Replace everything in [square brackets] and make each one sound like you.

Before you send

- Only email people who gave you their address and agreed to hear from you.
- Send from a business address on your own domain (e.g. hello@yourbusiness.com), not a free webmail address.
- Keep subject lines short, roughly under 50 characters, so they show on a phone.
- One email, one main action: reply, book, buy or review.
- Always include an easy way to unsubscribe, and your business name and contact details.

1. Welcome email

Send straight after someone subscribes or makes a first enquiry.

Subject: Welcome to [Business name], [First name]

Hi [First name],

Thank you for joining [Business name]. We [what you do, in one sentence] for [who you serve] in [area].

Here is what you can expect from us:
• [Benefit 1, e.g. early notice of new stock]
• [Benefit 2, e.g. tips to get more from your purchase]
• [Benefit 3, e.g. subscriber-only offers]

Got a question? Just reply to this email or message us on WhatsApp: [WhatsApp link].

Akwaaba,
[Your name]
[Business name] · [Phone] · [Website]

2. Quote follow-up

Send two to three working days after you send a quote with no reply.

Subject: Your quote for [service/product]

Hi [First name],

I am following up on the quote we sent on [date] for [service/product] (total: GHS [amount]).

If you have any questions, or would like to change anything to fit your budget or timeline, I am happy to help. We can also arrange [payment option, e.g. payment in two parts by Mobile Money].

The quote is valid until [date]. To go ahead, simply reply “Yes” and we will send the next steps.

Thank you,
[Your name]
[Business name] · [Phone]

3. Review request (after purchase or repair)

Send one to three days after delivery or after the customer collects their repair.

Subject: How did we do, [First name]?

Hi [First name],

Thank you for choosing [Business name] for your [product/repair]. We hope everything is working perfectly.

Would you take one minute to leave us a Google review? It helps other people in [area] find a business they can trust.

[Review link]

If anything is not right, please reply to this email or call [phone] and we will sort it out.

Thank you,
[Your name]
[Business name]

4. Seasonal promotion

Use for festive seasons, back-to-school, Black Friday, Independence Day or your anniversary.

Subject: [Offer] for [season], ends [day]

Hi [First name],

[Season] is here, and so is our [offer, e.g. 15% off all accessories].

• What: [products or services included]
• When: [start date] to [end date]
• How: [use code / mention this email / order on WhatsApp]

[Button: Shop now / Book now]

Pay by [Mobile Money / card / on delivery]. [Delivery details, e.g. delivery across Accra in 24 hours.]

[Your name]
[Business name] · [Phone] · [Website]

[Terms, e.g. while stocks last.]

5. Re-engagement

Send to customers who have not bought or opened an email in three to six months.

Subject: We miss you, [First name]

Hi [First name],

It has been a while since we last saw you at [Business name], and a lot has changed:

• [New product or service]
• [Improvement, e.g. faster delivery or new opening hours]

As a thank-you for being a past customer, here is [offer, e.g. free delivery on your next order] until [date].

[Button: See what's new]

If you would rather not hear from us, you can unsubscribe below. No hard feelings.

[Your name]
[Business name]

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