



**MAR
2021**

**March
SMS Marketing
Guide 2021**

If it's March, Spring is right around the corner! Here's to longer days, warmer temps, and fresh starts.

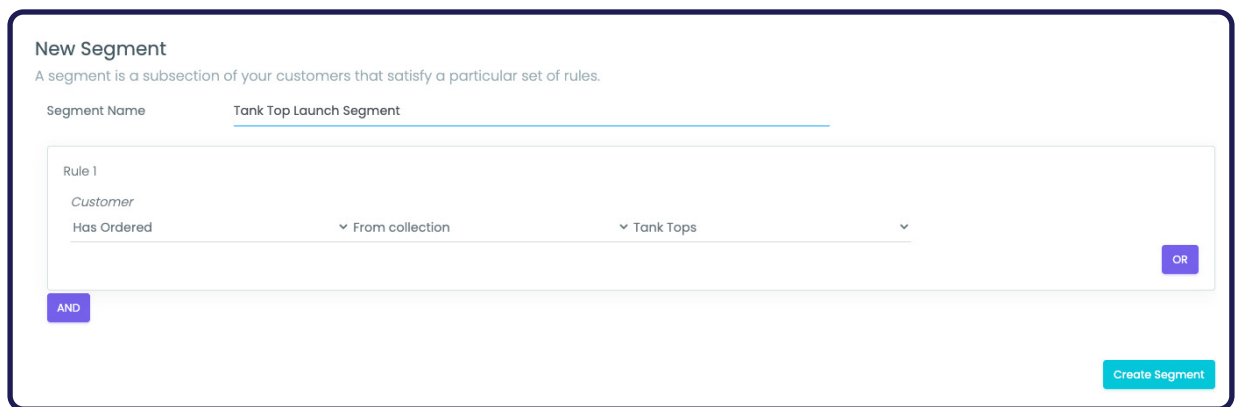
From honoring Women's History Month, to celebrating St. Patrick's Day, to tackling spring cleaning, Emotive is here to help you find your voice and reach out to your customers all month long. As your partner in conversational texting, we've assembled key strategies and a wide range of broadcast inspiration to maximize revenue and engage customers. It's all here in our March SMS Marketing Guide.

Ready? Let's get going!

March Strategies

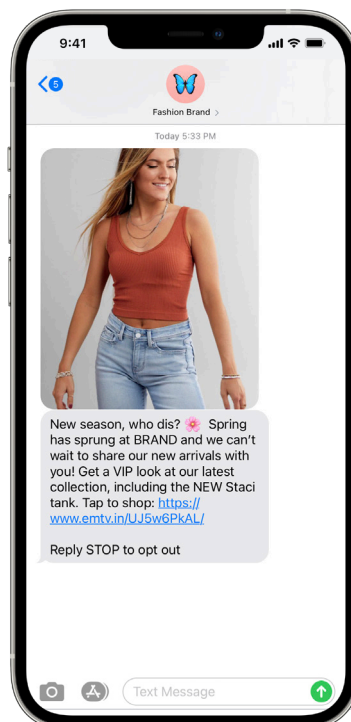
1 Spring Refresh: Launch your new products and collections

- a. Launching new products or collections this Spring? To guarantee a successful launch, target specific customers to broadcast your announcement! Segmenting customers based on previous purchase behavior is simple. First, create a segment of customers who have purchased from a collection that is aligned with the new product you are launching—something like this:



The screenshot shows a 'New Segment' form. At the top, it says 'New Segment' and 'A segment is a subsection of your customers that satisfy a particular set of rules.' Below this, the 'Segment Name' is 'Tank Top Launch Segment'. Under 'Rule 1', there is a rule: 'Customer Has Ordered' followed by a dropdown menu showing 'From collection' and 'Tank Tops'. There are 'AND' and 'OR' buttons to combine rules. A 'Create Segment' button is at the bottom right.

- b. Then, simply set up a broadcast that targets the new segment you just created.

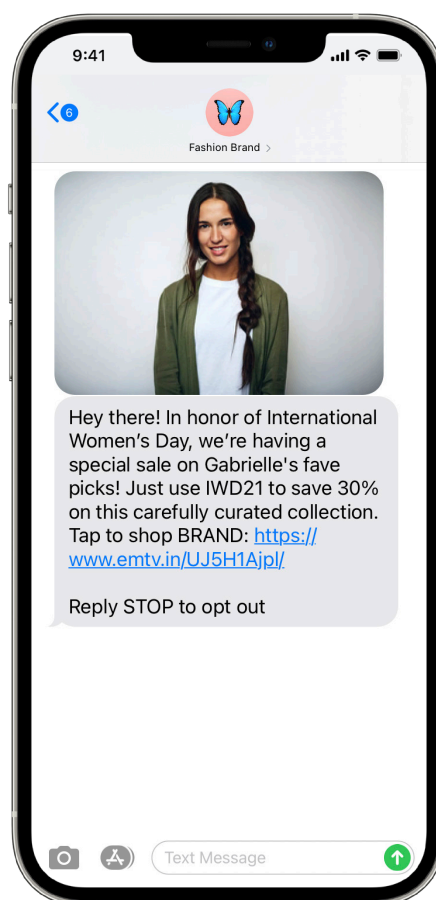


2

International Women's Day: Shine a light on your employees with a special promo

International Women's Day is on March 8th! Not only is this a great time to celebrate women and their accomplishments, it's also the perfect opportunity to organize a virtual event, contest, or campaign. Why not use this date to do both, and bring a human touch to your marketing? Showcase a female founder or employee and their favorite product from your brand or store. To make it even more compelling, offer a special discount code for that product!

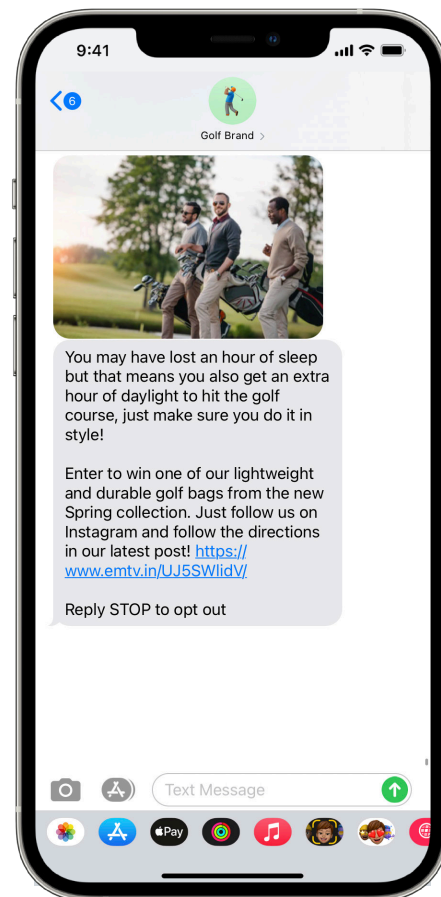
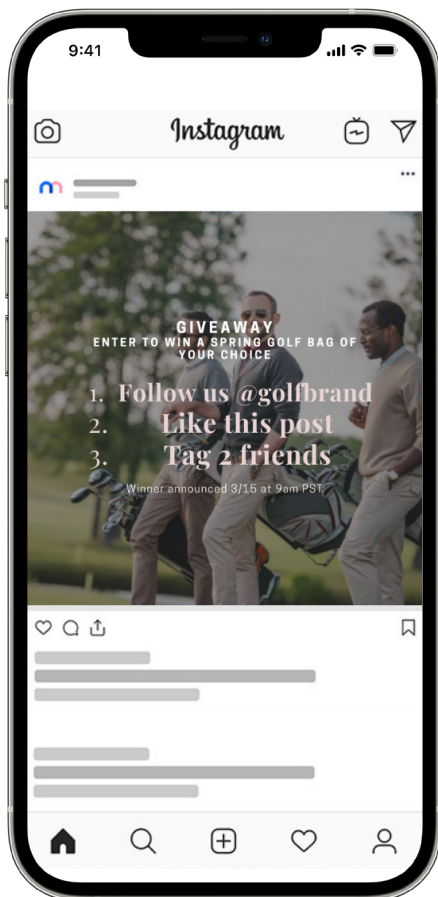
Pro Tip: If you have multiple employees that want to participate in this spotlight promotion, make it a 3-part series (March 6th, 7th and 8th) and offer a new discount each day.



3

Spring Forward: Put the saving in Daylight Saving with a giveaway

- a. Most of us will be “Spring-ing forward” on March 14th. This is a great time to offer your customers a little something extra to make up for the lost hour of sleep! Giving away items from your new Spring collection is a great way to boost engagement and offer a surprise and delight factor to your customers.
- b. First, post about your giveaway on Instagram with details on how to enter:
- c. Next, send a broadcast to your entire list letting them know about the giveaway, and drive them to your Instagram page to enter!



4

College Basketball: Turn flash sales into buzzer beater deals

- a. Even if your brand is not in the sports category, you can still get in on the March Madness fun of tournament season (just be sure to not use the terms “March Madness,” “Elite Eight,” “Final Four” or “The Big Dance” in your marketing—these are trademarked by the NCAA). Run flash sales aka “buzzer beater” sales each weekend during the month of March.

Key March Madness Dates (ET)

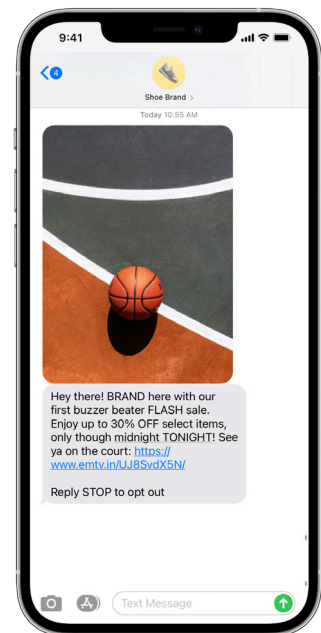
First round — 12 p.m. start on Friday, March 19th, and Saturday, March 20th

Second round — 12 p.m. start on Sunday, March 21st, and Monday, March 22nd

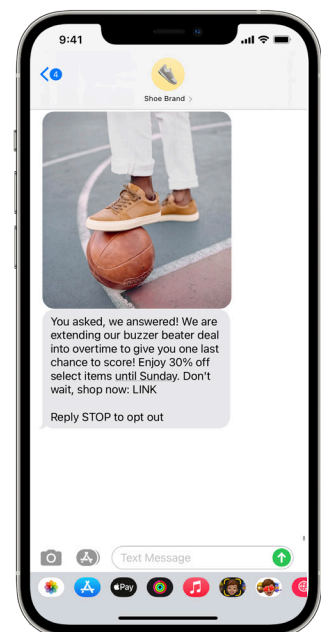
Sweet 16 — 2 p.m. start on Saturday, March 27th, and 1 p.m. start on Sunday, March 28th

Elite Eight — 7 p.m. start on Monday, March 29th, and 6 p.m. start on Tuesday, March 30th

Final Four — 5 p.m. start on Saturday, April 3rd



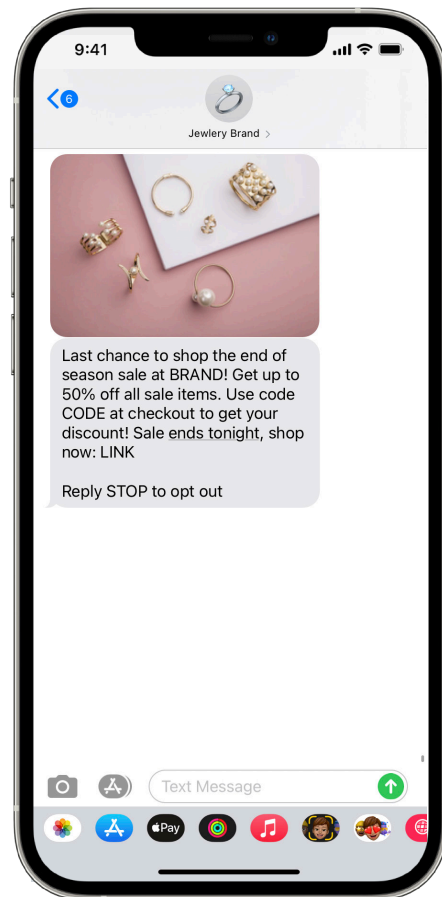
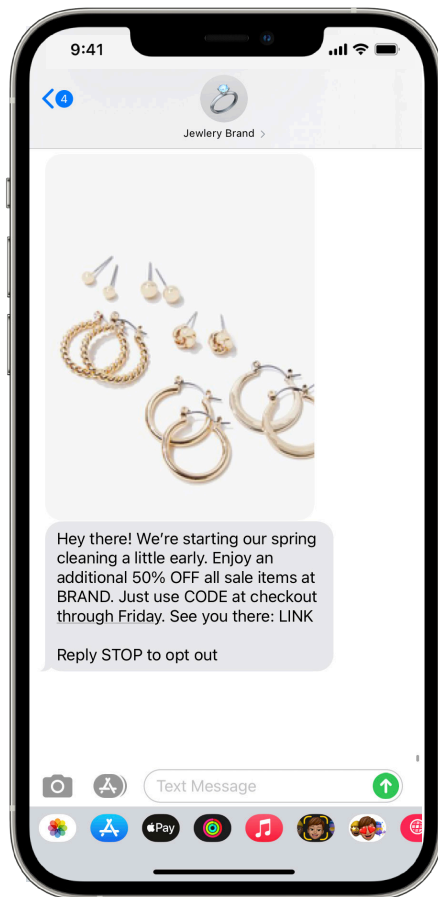
- b. If one promo is a slam dunk, keep the momentum going by “extending” the flash sale into the following day/weekend!



5

End of Season Sales: Out with the old, in with the new!

- a. Looking to clear the shelves and sell through last season's items to make way for your new collection? Try out an End of Season clearance sale!
- b. Make sure to schedule a few reminder broadcasts throughout the duration of the sale, as well as a last chance reminder on the final day in order to maximize revenue.



March SMS Marketing Calendar

Month-long campaigns:

Women's History Month

End of Season Sales

Spring Product/Collection Launches

Friends and Family Sales

Monday 1	Tuesday 2	Wednesday 3	Thursday 4	Friday 5	Saturday 6	Sunday 7
National Peanut Butter Lover's Day					National Dress Day	
Monday 8	Tuesday 9	Wednesday 10	Thursday 11	Friday 12	Saturday 13	Sunday 14
International Women's Day				International Plant a Flower Day		Spring Forward for Daylight Savings Pi Day
Monday 15	Tuesday 16	Wednesday 17	Thursday 18	Friday 19	Saturday 20	Sunday 21
National Napping Day		St. Patrick's Day	NCAA Tournament (March Madness)			
					First Day of Spring International Day of Happiness	
Monday 22	Tuesday 23	Wednesday 24	Thursday 25	Friday 26	Saturday 27	Sunday 28
NCAA Tournament (March Madness)						
	National Puppy Day					
Monday 29	Tuesday 30	Wednesday 31				
NCAA Tournament (March Madness)						End on April 05...
National Mom and Pop Business Owner Day	National Virtual Vacation Day					

March Broadcast Copy

END OF SEASON CLEARANCE SALES

Hey VIP! Our biggest Clearance Sale of the year is coming soon, but YOU have early access! Take ___% sitewide with CODE at checkout. Happy shopping! LINK Reply STOP to opt out

Hey <name>! We're starting our spring cleaning a little early. Enjoy ___% OFF sitewide at BRAND. Yep, everything! Just use CODE at checkout through DATE. See you there: LINK Reply STOP to opt out

Hi <name>! We're putting everything in a box to the left. Enjoy sitewide savings of up to ___% in our annual Clearance Event! Don't miss out - Shop BRAND: LINK Reply STOP to opt out

BRAND: We're hitting the refresh button! Take ___% off sitewide in our Winter Clearance Sale. That means everything, including PRODUCT! No code needed. Sale ends DATE. Tap to shop: LINK Reply STOP to opt out

Hey <name>, BRAND is here with your ticket to our End of Season Sale! As a VIP text subscriber, you get early access to discounts on some of our bestselling items. Inventory is limited! Tap to shop: LINK Reply STOP to opt out

NEW PRODUCT/COLLECTION LAUNCH

Hey BRAND VIP. Want early access to our NEW collection? You're first in line to shop. Get the look before anyone else by following this oh-so-secret link: LINK Reply STOP to opt out

Look who just dropped 🤩 Our PRODUCT is finally here and can't wait to jump right into your cart. You're first in line to shop, so let's go! Shop BRAND: LINK Reply STOP to opt out

New product alert! We're excited to introduce our NEW PRODUCT, just in time for SEASON.
Get a VIP glimpse and place your pre-order now: LINK Reply STOP to opt out

Hey <name>! Have you had a chance to check out our latest collection? Tap to shop our new Spring styles at BRAND: LINK Reply STOP to opt out

BRAND here with an announcement! SEASON is on its way and it's time for your closet to get a facelift. Enjoy ___% off our NEW collection for a limited time! Just use CODE at checkout: LINK Reply STOP to opt out

GET READY FOR SPRING

Spring cleaning starts in 3..2..wait, you're gonna need this! Get ___% off PRODUCT at BRAND to get the job done. Just use CODE at checkout through DATE! Tap to shop now: LINK Reply STOP to opt out

New season, who dis? 🌸 Spring has sprung at BRAND and we can't wait to share our new arrivals with you! Get a VIP look at our latest collection and place your pre-order here: LINK Reply STOP to opt out

Hey <name>! Time to do a clean sweep of your wardrobe. Done? Awesome. Now let's fit you with some newness from BRAND! Take ___% off your order using CODE at checkout. Shop now: LINK Reply STOP to opt out

Even if it feels like Winter still, Spring is JUST around the corner 🌷 Get ready for brighter days ahead with ___% off at BRAND! Use CODE at checkout through DATE. Happy shopping! LINK Reply STOP to opt out

There may still be snow on the ground, but you can never hold back Spring! We're kicking off the season with a special ___% off FLASH sale. Use CODE at checkout, now through DATE. Shop BRAND: LINK Reply STOP to opt out

SPRING BREAK SALES

Hey <name>! Grab the SPF and your fave shades...Our Spring Break Sale is LIVE. Enjoy ___% OFF with CODE at checkout! Shop BRAND: LINK Reply STOP to opt out
Get in <name>, we're going Spring Break shopping! Take ___% off our newest styles with CODE, plus enjoy FREE shipping on orders over PRICE. Tap to shop BRAND: LINK Reply STOP to opt out

Let's get this Spring Break started 😎 Enjoy ___% OFF PRODUCT with CODE at checkout, starting today! Shop BRAND: LINK Reply STOP to opt out

Hey BRAND VIP! Want exclusive early access to our Spring Break Sale? Just use CODE at checkout for ___% off your order. Follow the hush-hush link below to start shopping! LINK Reply STOP to opt out

Hi <name>! If you're staying in this year, BRAND is bringing Spring Break to you! Buy one PRODUCT, get another 50% off to share with a bestie...or keep for yourself. Just use CODE at checkout: LINK Reply STOP to opt out

FRIENDS AND FAMILY SALES: VIP EARLY ACCESS

Hey VIP. You're basically family at this point, so here's EARLY ACCESS to our Friends & Family Sale! Save up to ___% on the most popular styles starting now with CODE at checkout: LINK Reply STOP to opt out

Hey <name>! You dropped this: 👑 VIPs get FIRST ACCESS to our Friends & Family Event, so let's get going! Follow this secret link to unlock your savings: LINK Reply STOP to opt out

Hey <name>! You're on the list. Enjoy early access to BRAND's Friends & Family Event starting now! Use CODE at checkout for ___% off hundreds of styles. Tap to shop: LINK Reply STOP to opt out

While everyone else waits another day, you have exclusive first access to Friends and Family savings at BRAND. Curious about what's in store? Tap to see! LINK Reply STOP to opt out

Our Friends & Family Sale has arrived at BRAND! If you're a VIP, that is. Here's your exclusive link to start shopping now: LINK Reply STOP to opt out

FRIENDS AND FAMILY SALES: GENERAL ACCESS

We. Are. Fam-i-ly! Our Friends and Family Sale is LIVE at BRAND. Enjoy savings of up to ___% on the styles you've had your eye on! Tap to shop: LINK Reply STOP to opt out

Hey BRAND fam...Today's the day! Shop our Friends and Family Sale and enjoy up to ___% off plus FREE shipping. Ready? Let's go: LINK Reply STOP to opt out

We love our BRAND fam! Enjoy ___% off in our Friends & Family Event, starting today. Just use CODE at checkout! Tap to shop: LINK Reply STOP to opt out

Hey <name>! Our biggest Friends and Family Sale EVER is happening now at BRAND. Save up to ___% on PRODUCT and more, starting today! Let's do this: LINK Reply STOP to opt out

BRAND: We know you've been waiting...Our 2021 Friends and Family Event starts NOW! Enjoy ___% sitewide plus FREE shipping and returns. Just use CODE at checkout! Tap to shop: LINK Reply STOP to opt out

WOMEN'S HISTORY MONTH

Happy Women's History Month <name>! As a woman-owned business, we are proud to be making strides in the CATEGORY industry with help from VIPs like you. Thank you for your continued support! Xo, BRAND. LINK Reply STOP to opt out

Hi <name>! BRAND here. In recognition of Women's History Month, we're proud to donate a portion of proceeds to ORGANIZATION all month long. Your purchase has power. Tap to shop: LINK Reply STOP to opt out

Hey, it's BRAND! We're celebrating Women's History Month all month long by donating ___% from all sales to ORGANIZATION in support of CAUSE. Tap to shop now and join us in making a difference! LINK Reply STOP to opt out

It's Women's History Month! In recognition of the pioneers in the CATEGORY industry, BRAND is highlighting our fave "must-know" female figures over on our IG! Think of it as light required reading 📖 Tap to learn more: LINK Reply STOP to opt out

Hey <name>! It's Women's History Month. All month long, BRAND is proud to feature our female employees' favorite picks in carefully curated collections! Enjoy ___% off EMPLOYEE's picks to kick things off! Just use CODE at checkout: LINK Reply STOP to opt out

COLLEGE BASKETBALL

(NOTE: Avoid “March Madness” - a trademarked term)

Hey <name>! BRAND here with a buzzer beater FLASH sale. Enjoy up to ___% OFF sitewide, only through midnight TONIGHT! See ya on the court: LINK Reply STOP to opt out

College Basketball is heating UP 🔥 Who you got? Make sure you're ready for game time, every time with PRODUCT. Buy ONE, get another FREE with CODE at checkout through DATE. Shop BRAND: LINK Reply STOP to opt out

They're going hard in the paint, you're going hard on the snacks. Don't worry, MVP - we got you! Get ___% OFF your BRAND order with CODE at checkout. Offer ends DATE. Shop now: LINK Reply STOP to opt out

Hey <name>! Got the game on? 🏀 We're here to drop a dime: Take ___% OFF sitewide with CODE, now through DATE! Tap to shop BRAND: LINK Reply STOP to opt out
It's tournament season! No matter who you're cheering on, we're right behind you. Score ___% off your order plus FREE shipping. Just use CODE at checkout! Shop BRAND: LINK Reply STOP to opt out

3/1/21 (MON) - NATIONAL PEANUT BUTTER LOVER'S DAY

Happy National Peanut Butter Lover's Day! Crunchy or creamy? Whichever you choose, BRAND's got it covered. Tap to shop: LINK Reply STOP to opt out

Hey <name>, did you know it's National Peanut Butter Lover's Day? Celebrate with a tasty treat from BRAND and get ___% off your purchase, today only! LINK Reply STOP to opt out

Happy National Peanut Butter Lover's Day, <name>! Today only, enjoy ___% off our PB-flavored PRODUCT with CODE at checkout: LINK Reply STOP to opt out

It's National Peanut Butter Lover's Day, and we can't think of a better way to celebrate than with a flash sale on PRODUCT! Save ___% with CODE at checkout. Enjoy! LINK Reply STOP to opt out

BRAND: It's National Peanut Butter Lover's Day and there's no butter BOGO than this: Buy one PRODUCT, get another FREE! Just use CODE at checkout, only through DATE. Shop now: LINK Reply STOP to opt out

3/6/21 (SAT) - NATIONAL DRESS DAY

Hey <name>! It's National Dress Day, so how 'bout a new one? Shop the hottest spring styles at BRAND and get FREE shipping on your order over PRICE. Tap to shop: LINK Reply STOP to opt out

BRAND: Happy National Dress Day! Today only, enjoy ___% off with CODE at checkout! There's a spring style for every occasion in our NEW collection. Tap to shop: LINK Reply STOP to opt out

Midis, maxis, minis, oh my! Happy National Dress Day from BRAND! Take ___% off your purchase with CODE, today only. Shop now: LINK Reply STOP to opt out

Happy National Dress Day from BRAND! Give your wardrobe a dream refresh and enjoy ___% OFF all dress styles. Just use CODE at checkout! Tap to shop: LINK Reply STOP to opt out

Hey <name>! Wherever your travels take you this Spring, BRAND has a dress for the occasion! In honor of National Dress Day, take ___% off your purchase with CODE at checkout through DATE. Tap to shop: LINK Reply STOP to opt out

3/8/21 (MON) - INTERNATIONAL WOMEN'S DAY

Happy International Women's Day! As woman-owned and operated business, BRAND is proud to have your support! As a special thank you to our VIPs, here's ___% off your order! Just use CODE at checkout through DATE. Cheers! LINK Reply STOP to opt out

Hey <name>! In honor of International Women's Day, we're having a special sale on EMPLOYEE'S fave picks! Just use CODE to save ___% on this carefully curated collection. Tap to shop BRAND: LINK Reply STOP to opt out

Who run the world? GIRLS! Happy International Women's Day from BRAND. Celebrate the powerful women in your life with PRODUCT! Tap to shop: LINK Reply STOP to opt out

Happy International Women's Day! Today and everyday, we're thankful for the strong ladies in our lives. Love, BRAND. LINK Reply STOP to opt out

Hey <name>, BRAND here. We're proud to be a woman-owned business, today and every day! Happy International Women's Day to our fellow fearless leaders! LINK Reply STOP to opt out

3/12/21 (FRI) - NATIONAL PLANT A FLOWER DAY

Hi <name>! In honor of National Plant a Flower Day, BRAND is donating ___% of all sales to the Power of Flowers Project, providing floral arrangements to seniors and veterans. Help us make a difference! Shop now: LINK Reply STOP to opt out

Time to get gardening...It's National Plant a Flower Day! Take ___% off PRODUCT to help you get started. Just use CODE at checkout, today only! Shop now: LINK Reply STOP to opt out

It's National Plant a Flower Day! 🌹 Come see what's blooming at BRAND and enjoy FREE shipping on your order over PRICE. Tap to shop: LINK Reply STOP to opt out

Hey <name>, we can't think of a better reason to get outside than to celebrate National Plant a Flower Day! And the best part is, BRAND is holding a sale on PRODUCT, today only! Take ___% off at checkout. LINK Reply STOP to opt out

It's National Plant a Flower Day, and BRAND is here to celebrate! Enjoy ___% off your purchase with FLOWER15 at checkout, today only. LINK Reply STOP to opt out

3/14/21 (SUN) - SPRING FORWARD FOR DAYLIGHT SAVINGS

Hey <name>! We hope this makes up for that lost hour of sleep: Here's ___% OFF your order. Just use CODE at checkout through DATE! Tap to shop BRAND: LINK Reply STOP to opt out

Here's a glass half-full thought: one fewer hour of sleep means one MORE hour of daylight! Shop PRODUCT at BRAND to make the most of it. Enjoy FREE shipping on your order, now through DATE. Tap to shop: LINK Reply STOP to opt out

Seize the daylight with BRAND! We're Spring-ing forward with ___% OFF our new collection for a limited time. Just use CODE at checkout! Happy shopping: LINK Reply STOP to opt out

BRAND is putting the saving in daylight saving this year! Enjoy ___% off sitewide in our Spring Forward FLASH Sale. Just use CODE at checkout, now through DATE! Tap to shop: LINK Reply STOP to opt out

Here's to Daylight Saving! We're ready for longer days and warmer weather. Revamp your wardrobe for the new season with a flash sale from BRAND: today only! Save ___% sitewide with CODE at checkout: LINK Reply STOP to opt out

3/14/21 (SUN) - PI DAY

3.14159...Hey, it's totally fine if you forgot the rest, too! In honor of Pi Day, we're having a special 31% off sale! Close enough, right? Just use CODE at checkout. Shop BRAND: LINK Reply STOP to opt out

Happy Pi Day! We're feeling 3.14159 and fine. Today only, take ___% OFF your order of PRODUCT at BRAND. Just use CODE at checkout! Tap to shop: LINK Reply STOP to opt out

Happy Pi Day from BRAND! In honor of our favorite mathematical holiday, here's ___% OFF your entire order. No code needed! See what's new & shop now: LINK Reply STOP to opt out

Hi <name>, did you know it's National Pi Day? We're celebrating with 31% off sitewide! All you have to do is use CODE at checkout. It's almost like it's...easy as pi! LINK Reply STOP to opt out

Hey <name>, we've got at least 3.14159 reasons why you should shop BRAND's new Spring collection, and one of them is 'cause it's Pi Day! Save 31% off SITEWIDE today only with CODE. Shop now: LINK Reply STOP to opt out

3/15/21 (MON) - NATIONAL NAPPING DAY

It's National Napping Day! You know, in case you need an excuse to take a quick snooze. PRODUCT is formulated to help you relax to your fullest. Enjoy ___% OFF your order with CODE at checkout! Shop BRAND: LINK Reply STOP to opt out

Happy National Napping Day! Cozy up with ___% OFF sitewide at BRAND and score the most comfortable PRODUCT for your next nap. Just use CODE at checkout through DATE! Shop now: LINK Reply STOP to opt out

We know Mondays can be hard...why not treat yourself to a NAP post-workday in honor of National Napping Day? Sweet dreams! XOXO, BRAND. LINK Reply STOP to opt out

Hey <name>, it's National Napping Day and BRAND wants to celebrate! Save ___% off your purchase today with code NAP at checkout. Sweet dreams! LINK Reply STOP to opt out

National Napping Day calls for a flash sale! Use CODE for ___% off your purchase from BRAND, today only. LINK Reply STOP to opt out

3/17/21 (WED) - ST. PATRICK'S DAY

Happy St. Patrick's Day from BRAND! If you're looking to save some green, you're in luck! Enjoy ___% off sitewide starting today with CODE at checkout. Tap to shop: LINK Reply STOP to opt out

Hey VIP 🍀 Luck is on your side this St. Patrick's Day! Get an exclusive ___% OFF PRODUCT with CODE at checkout, plus FREE US shipping! Sale ends DATE. Shop BRAND: LINK Reply STOP to opt out

Hey <name>, Happy St. Patrick's Day from BRAND! Use code LUCKY for ___% off your purchase, today only. Tap to shop: LINK Reply STOP to opt out

Feeling lucky today, <name>? Head to our website and spin for a chance to win a prize from BRAND! Oh, and Happy St. Patrick's Day! LINK Reply STOP to opt out

Hey <name>, Happy St. Patrick's Day 🍀 It's time to test your luck with a giveaway from BRAND! Tap for details on how to enter for your chance to win: LINK Reply STOP to opt out

3/20/21 (SAT) - FIRST DAY OF SPRING

Snow or no snow, Spring is HERE! Say hello to the new season with sitewide savings at BRAND. Enjoy up to ___% off, now through DATE. Tap to shop: LINK Reply STOP to opt out

Hey <name>, SPRING HAS SPRUNG! Here's a VIP sale to celebrate: Use CODE for ___% off your purchase in honor of the First Day of Spring! LINK Reply STOP to opt out

BRAND: Hey there <name>, we just dropped our new Spring Collection! Shop the new arrivals now in honor of the first day of the new season! 🌸 LINK Reply STOP to opt out

The birds are chirping and the flowers are blooming...Happy First Day of Spring from BRAND! Tap to see what's new and shop our latest arrivals: LINK Reply STOP to opt out

BRAND: Happy First Day of Spring, <name>! We're celebrating with a flash sale to honor the start of the new season. Take ___% off your purchase with code SPRING at checkout, today only! LINK Reply STOP to opt out

3/20/21 (SAT) - INTERNATIONAL DAY OF HAPPINESS

In honor of International Day of Happiness, here's a little something from BRAND: \$___ OFF your next order of PRODUCT! Just use CODE at checkout. Cheers! LINK Reply STOP to opt out

Hi <name>! It's International Day of Happiness, so here's something to smile about: ___% OFF your favorite PRODUCT! Use CODE at checkout. This special flash sale disappears at midnight, so hurry! Shop BRAND: LINK Reply STOP to opt out

Hey <name>, we want to put a smile on your face in honor of International Day of Happiness, so here's a SALE! Use ___% off of your purchase with CODE at checkout. LINK Reply STOP to opt out

BRAND: It costs nothing to be nice 😊 That's why we're throwing a SALE in honor of International Day of Happiness! Use CODE at checkout for ___% off your purchase. LINK Reply STOP to opt out

It's International Day of Happiness! We're on a mission to turn every frown upside down today, so here's \$___ your purchase! Use CODE at checkout, today only. Hurry over & shop now: LINK Reply STOP to opt out

3/23/21 (TUES) - NATIONAL PUPPY DAY

It's National Puppy Day! Give your pup the VIP treatment with PRODUCT from BRAND. Buy one, get one 50% OFF with CODE, now through DATE! Tap to make their day: LINK Reply STOP to opt out

Hey <name>, we've got a furtastic deal going on today in honor of National Puppy Day! Shop and enjoy ___% off your purchase from BRAND, today only: LINK Reply STOP to opt out

Happy National Puppy Day from BRAND! Our deals are so good, we think your pup will give their tailwag of approval. Use CODE for ___% off your purchase at checkout, today only: LINK Reply STOP to opt out

Hey pawrent! In honor of National Puppy Day, BRAND is offering ___% off PRODUCT with free shipping on orders over PRICE! Just use CODE. Happy shopping: LINK Reply STOP to opt out

National Puppy Day? Of COURSE we're celebrating 🐶 Enjoy ___% sitewide and stock up on treats for your furriest BFF at BRAND! Just use CODE at checkout. Shop now: LINK Reply STOP to opt out

3/29/21 (MON) - NATIONAL MOM AND POP BUSINESS OWNERS DAY

Hey <name>, BRAND here. As a small business, we're incredibly grateful for your ongoing support! To honor National Mom and Pop Business Owners Day, we're offering ___% off sitewide with CODE at checkout. LINK Reply STOP to opt out

Happy National Mom and Pop Business Owners Day, <name>! As a small business, we appreciate your continued support, especially during these trying times. Love, BRAND. Reply STOP to opt out

Hi <name>! In honor of National Mom and Pop Business Owners Day, we're featuring a few of our fave small businesses over on our IG stories. Tap to see and make sure to show them some love, too! LINK Reply STOP to opt out

Oh hey, it's National Mom and Pop Business Owners Day! We're celebrating with a special ___% OFF sitewide as our thanks to YOU! Just use CODE at checkout. Shop BRAND: LINK Reply STOP to opt out

Hey VIP! Since it's National Mom and Pop Business Owners Day, we wanted to treat you to \$___ off your next order at BRAND! Just use CODE. We appreciate all your love and support, today and always! Shop now: LINK Reply STOP to opt out

3/30/21 (TUES) - NATIONAL VIRTUAL VACATION DAY

Hey <name>! National Virtual Vacation Day calls for a FLASH sale 🌴 Take it easy with \$___ OFF PRODUCT at BRAND using CODE at checkout, only through DATE. Cheers! LINK Reply STOP to opt out

Break out your Hawaiian shirt and beverage of choice - It's National Virtual Vacation Day! Enjoy sitewide savings at BRAND and take it easy with FREE shipping on orders over PRICE. Happy shopping! LINK Reply STOP to opt out

You COULD spend money booking a flight...or you could celebrate National Virtual Vacation Day with BRAND! Enjoy ___% off your favorite PRODUCT, today only. Just use CODE at checkout! Shop now: LINK Reply STOP to opt out

It's National Virtual Vacation Day! Trade those work pants for sweatpants and get your thumbs ready to shop: Enjoy ___% off SITEWIDE at BRAND, now through DATE! Just use CODE at checkout. Tap to shop: LINK Reply STOP to opt out

National Virtual Vacation Day? After all the last year brought, you totally deserve it! Here's \$___ OFF your next order at BRAND. Just use CODE at checkout through DATE! Tap to shop: LINK Reply STOP to opt out