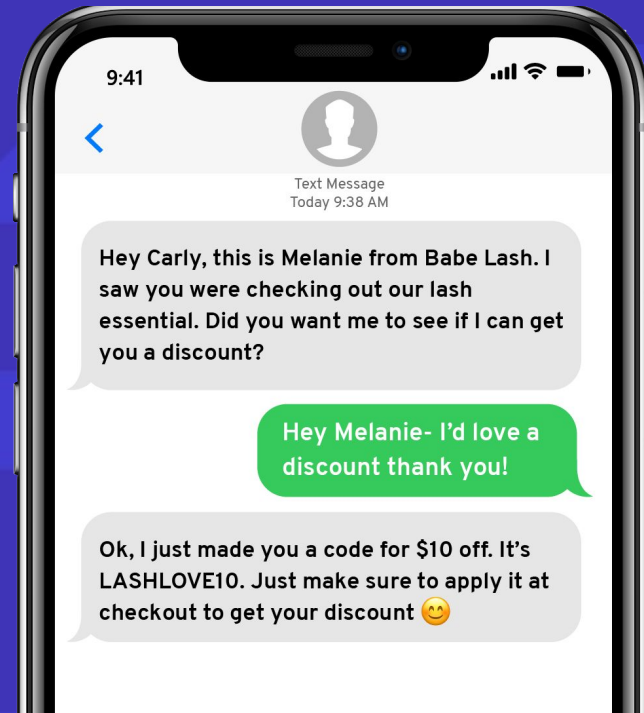


# Emotive February '21 Text Message Strategy



WEEK 1

# February SMS Marketing Calendar

Monday 1	Tuesday 2	Wednesday 3	Thursday 4	Friday 5	Saturday 6	Sunday 7
Black History Month ...						
Self-Love Month ...						
Broadcast Valentine's Day Gift Guide / Shipping Deadlines ...						
Game Day Marketing / Instagram Giveaway						
			National Hemp Day			National Play Outside Day
						THE BIG GAME (Superbowl)

WEEK 2

# February SMS Marketing Calendar

Monday 8	Tuesday 9	Wednesday 10	Thursday 11	Friday 12	Saturday 13	Sunday 14
... Black History Month						
... Self-Love Month						
... Broadcast Valentine's Day Gift Guide / Shipping Deadlines						Valentine's Day
Broadcast Presidents' Day Sale Early Access				Broadcast Presidents' Day Sale (All Customers)		
	National Pizza Day			Lunar New Year	Galentine's Day	

WEEK 3

# February SMS Marketing Calendar

Monday 15	Tuesday 16	Wednesday 17	Thursday 18	Friday 19	Saturday 20	Sunday 21
... Black History Month ...						
... Self-Love Month ...						
... Broadcast Presidents' Day Sale (All Customers)		National Random Acts of Kindness Day		National Lash Day	National Love Your Pets Day	
Presidents' Day						
Singles Awareness Day						

WEEK 4

# February SMS Marketing Calendar

Monday 22	Tuesday 23	Wednesday 24	Thursday 25	Friday 26	Saturday 27	Sunday 28
... Black History Month						
... Self-Love Month						
National Margarita Day						

BROADCAST 1 Feb 1 - 12



# Valentine's Day Gift Guide / Shipping Deadlines

Hey <name>! Valentine's Day is JUST around the corner. Enjoy \_\_\_% off your order with CODE - our gift to you. Order by DATE for delivery by 2/14! Xoxo, BRAND: LINK Reply STOP to opt out

Don't get caught empty handed! The perfect Valentine's Day gift is waiting at BRAND. Take \_\_\_% your order with CODE at checkout. Pretty sweet, right? Tap to shop now: LINK Reply STOP to opt out

The sweetest day of the year is almost here! Get the perfect Valentine's Day gift for someone special at BRAND and enjoy FREE shipping. Just use CODE at checkout through DATE! Tap to shop: LINK Reply STOP to opt out

Valentine's Day is around the corner and your partner deserves a gift as unique as your love! Use CODE at checkout for \_\_\_% off the perfect gift, now through DATE. LINK Reply STOP to opt out

This Valentine's Day, show your partner you care with the ultimate gift from BRAND! Shop now to guarantee on-time shipping: LINK Reply STOP to opt out

BROADCAST 2 Feb 7

# Super Bowl



The Big Game is HERE! No matter who you're cheering on, we've got a little something for you: \_\_\_% OFF your order, today only. Use CODE at checkout through midnight. Shop now: LINK Reply STOP to opt out

It's Game Day! Grab the nachos and head over to BRAND for \_\_\_% OFF sitewide with CODE at checkout. This SUPER flash sale ends at midnight DATE, so hurry! Shop now LINK Reply STOP to opt out

It's Game Day and we're having a SUPER flash sale at BRAND! Enjoy \_\_\_% OFF PRODUCT, now through DATE at midnight! Just use CODE at checkout. Tap to shop: LINK Reply STOP to opt out

Whether you're a superfan or just here for the snacks, we hope you can enjoy a Sunday full of football and fun. Love, BRAND. Reply STOP to opt out

Here for the football or the halftime show? We feel you. Enjoy a mini flash sale from BRAND to make your game day 10x better. LINK Reply STOP to opt out

**NOTE: Avoid "Super Bowl" - a trademarked term**

BROADCAST 4 Feb 13

# Galentine's Day



Get your girlfriends in formation...it's Galentine's Day! Enjoy \_\_\_% off sitewide, now through DATE. Just use CODE at checkout! Tap to shop: LINK Reply STOP to opt out

Love isn't reserved for romance! Now the time to celebrate the beautiful female friendships in your life. Happy Galentine's Day from BRAND! LINK Reply STOP to opt out

Like Leslie Knope said, Galentine's Day is all about "Ladies Celebrating Ladies!" Happy Galentine's Day from BRAND 🍷💕 Reply STOP to opt out

Saturday's for the girls! Happy Galentine's Day from BRAND. Shop our flash sale and enjoy \_\_\_% off your purchase, today only. LINK Reply STOP to opt out

This one's for the GIRLS! Wishing you a wonderful Galentine's Day Love, BRAND. LINK Reply STOP to opt out



BROADCAST 5 Feb 14

# Valentines Day



Happy Valentine's Day! 🍷💖 We hope you and your loved ones have a sweet holiday. XO, BRAND. LINK Reply STOP to opt out

Wishing you a wonderful Valentine's Day! Love, BRAND. LINK Reply STOP to opt out

Happy Valentine's Day <name>! We're spreading the love with a special \_\_\_% off with CODE at checkout. Offer valid through DATE. Cheers! LINK Reply STOP to opt out

Hey <name>! This Valentine's Day, we're celebrating with a special FLASH sale: Get \_\_\_% off your order using CODE at checkout. Sale ends DATE. Tap to shop: LINK Reply STOP to opt out

Happy Valentine's Day! Treat yourself or someone you love to PRODUCT. Enjoy \_\_\_% off your order with CODE at checkout. Offer ends DATE, so hurry! Shop now: LINK Reply STOP to opt out

Happy Valentine's Day from BRAND! We're celebrating with \_\_\_% off our most LOVED items. Just use CODE at checkout through DATE. Happy shopping! LINK Reply STOP to opt out

BROADCAST 6 Feb 15

# Presidents' Day Sale



Hey <name>! Since you're a VIP, here's early access to our Presidents' Day Sale! Enjoy \_\_\_% OFF sitewide using CODE at checkout starting...now! Tap to shop: LINK Reply STOP to opt out

BRAND: Hey VIP! Since you're on the list, get a head start on our President's Day Sale...starting now! Take \_\_\_% off your entire purchase with CODE at checkout through DATE. Happy shopping! LINK Reply STOP to opt out

BRAND: Our Presidents' Day Weekend Sale is LIVE. Don't miss out on sitewide savings, plus FREE shipping on orders over PRICE! Sale ends DATE at TIME. Tap to shop: LINK Reply STOP to opt out

The sale you've been waiting for is here: Take \_\_\_% off your entire order at BRAND in our Presidents' Day Blowout! Just use CODE at checkout, now through DATE at TIME. Shop now: LINK Reply STOP to opt out

Happy Presidents' Day from BRAND! All week long, enjoy \_\_\_% PRODUCT plus FREE shipping on orders over PRICE! Don't miss out - Shop now: LINK Reply STOP to opt out

# Black History Month



Hi <name>, it's BRAND! We hope you'll join us in celebrating Black History Month. Our industry would be nothing without the accomplishments and influence of the Black community. Check out our blog to learn more: [LINK Reply STOP](#) to opt out

Hey <name>! You may know a bit about Black History Month, but how much do you know about Black culture's impact on the CATEGORY industry? Learn more over on our blog: [LINK Reply STOP](#) to opt out

BRAND: In celebration of Black History Month, we are donating \_\_\_% of all February sales to a number of organizations. Learn more about how your purchase will make a meaningful impact here: [LINK Reply STOP](#) to opt out

Happy Black History Month from BRAND! Today and each day moving forward, we're committed to improving representation and extending our reach to communities of color. Learn more about our company goals, and how you can help: [LINK Reply STOP](#) to opt out

Hi <name>! In recognition of Black History Month, the BRAND team would like to share this message: When it comes to Black lives, matter is the minimum. We are committed to improving our inclusivity and representation in 2021 and beyond, and we hope you'll stand with us. [LINK Reply STOP](#) to opt out