

Newsletter Welcome Campaign

Overview

Audience:

Curious about LC, not yet interested in membership

Series:

Welcome & request for more information

Purpose:

Welcome, inform, nurture. This series leads into the newsletter series only for now.

Where the trigger points are on the site (the links):

Emails

[Phase 1, Website] Email 1: Welcome and Thank You from Jack

[Phase 1, Website] Email 2: More about LC (General FAQ format)

[Phase 2, Membership Launch] Email 3: More about Membership & Invite

Email 1: Thanks & Welcome

Send: Immediately at sign-up

Purpose: Welcome & Thank for Interest

Audience: All Newsletter Sign-Ups

CTA: Learn more about LucidaClub

Subject:

Welcome to LucidaClub, [Name]

Body:

We're glad to have you with us.

The LucidaClub journey began after I went through a frustrating retail cannabis experience. Even now, I remember saying to myself, "There has to be a better way to explore cannabis."

One idea later, I called up my friend and CoFounder, Lucinda, who shares the same vision for a reimagined cannabis experience. A more welcoming, inclusive one.

Shortly after, LucidaClub was born.

Now that you're with us, you'll receive exclusive newsletters. These contain behind-the-scenes information about LucidaClub, curated content, and exciting announcements.

The team and I look forward to sharing all things LucidaClub with you.

Still curious in the meantime? Learn more about us here. **[CTA]**

Warmly,

[Jack's Signature & photo]

Email 2: More about LC, basic FAQ

Send: x amount of time after first email

Purpose: Answer basic LC questions and display value

Audience: All Newsletter Sign-Ups

CTA: Conversation/Responses for member data and relationship-building

Subject:

Answering your questions about LucidaClub:

Body:

Good to see you again, [Name].

We respect that your time is precious, so the team has conveniently answered common questions about LucidaClub:

[Heading] Q: What are “Experiences”?

Our main Experiences are hand-curated collections of cannabis products. Each Experience is based upon a Member’s goals and currently includes Calm, Sleep, and Focus.

[Heading] Q: Is this a subscription box?

No, nor are we a dispensary. We connect Members to their local dispensaries and go through the products, selecting the best for each Curated Experience.

[Heading] Q: Is Member information secure?

Yes! We have an easy, safe, and secure online ID verification process. Payment processing is completely secure through Aeropay.

[Heading]Q: What is beneficial about being a Member?

Members have access to Curated Experiences. They receive premium content, where our team addresses curiosities about cannabis - without any judgment. Additionally, Members have access to event calendars, special offers, and Members-only news. You can learn more about Membership [here](#).

Still have questions? Reply to this email and we’ll get them answered for you.

See you soon,

[LucidaClub or team signoff]

Email 3: Membership Sign-up Invite [phase 2, sent at membership launch]

Send: At full membership launch

Purpose: Display value of membership, convert newsletter people -> new member at

Audience: Newsletter Subscribers who opened the 2nd email

CTA: Join as a prospective member through Membership landing page

Subject:

It's time! Begin your journey, today.

Body:

Hello, [Name].

Have you heard the proverb:

“A journey of a thousand miles begins with a single step”?

Exploring cannabis feels like starting that thousand-mile journey. But, it doesn't have to.

We help our LucidaClub Members navigate their adventures confidently and efficiently. Our team can do the same for you, too.

How?

[Heading] Curated Experiences

We've gone through and selected cannabis products tailored to each Experience:

Calm, for finding your center and decompressing during the day.

Sleep, for a gentle solution to recharge and rest.

Focus, for sharpening your senses and bringing your best self to any endeavor.

With the guidance of our Head Curator, Members rest easy knowing that we've done the work for them. Just pick up an Experience and enjoy!

[Heading] Easy Cannabis Education

Members have access to premium content, including education. Sate your curiosity about cannabis, whether you want to learn more about tinctures or use cannabis for your pets. Our team listens to Member feedback and questions to keep content relevant and helpful.

[Heading] Community Involvement

Since LucidaClub is the North East's premiere cannabis community, Members have access to exclusive community support and regional benefits. They're the first to know about news, events, and special offers from LucidaClub. Added perk? The chance to have their cannabis questions answered directly.

Ready to take the first step and start your cannabis journey with us?

Join Us **[CTA link]**

[LucidaClub team sign off]