

Email Newsletters: Email newsletters are a powerful tool for marketing, especially for brand-new businesses like Ai Bao Noodles and Tea, as they build direct engagement with customers and can strengthen longer-lasting relationships with your audience.

Importance: Email Newsletters Convey:

- Direct Line to Customers
- Targeted Promotions
- Promote Events & Drops

Email Types for Ai Bao Noodles and Tea

- **Welcome Message:** A warm welcome message to users who recently signed up for weekly emails, letting them know what they can expect, such as exclusive offers and discounts.
- **Offers and Discounts:** **Limited-time** special offers only to email subscribers that can encourage customers to engage and make a purchase.
- **Thank you. Message:** A “thank you” message to new customers or recurring customers who make a purchase.
- **Meet the Menu:** Messages that highlight menu items such as food or beverages.
 - **“Boba Brewings”** — Messages that highlight new or seasonal boba flavors + any special toppings.
 - **"Savory Surprise"** — Messages that feature our savory menu items such as udon, noodles, fried rice, and more.
- **Tips and Sips:** Share updates like events, merch drops, fun facts about the café, and tips on the best food and drink pairings for customers to try.
- **Fan Favorites & Must-Tries:** Showcase top-selling drinks or dishes.
- **Sneak Peeks:** Show a sneak peek of new merchandise or a limited menu item only available to email subscribers.
- **About Ai Bao:** Share personal notes, company brand story, or customer high-rating reviews.
- **Welcome Back Message:** Discounts to users who haven’t visited in a while, encouraging customers to engage and make a purchase.

Welcome Email *(Sent to users who first sign up for)*

HEADER #1: We’ve Got Delicious Deals

SUBHEADER #1: Just For You

HEADER #2: Welcome

MAIN COPY (SELECT ONE):

- Welcome to the Ai Bao family, we're thrilled to have you join our community of boba and noodle lovers!
- Welcome to the Ai Bao family! We're so excited to have you here with us—get ready for all the boba, noodles, and good vibes.
- Hey there, new bestie! You've just joined the tastiest club around. Welcome to Ai Bao, where our boba and noodles will never disappoint.
- From our kitchen to your heart—welcome to the Ai Bao family! We're so happy you're here and can't wait to share our love of boba and noodles with you.
- Welcome to Ai Bao! Your noodle and boba adventure starts now. We're so glad you're here.
- You're officially part of the Ai Bao crew! Thanks for joining our growing community of boba noodle lovers!

SUB COPY: Here's what you can expect from us:

- Exclusive Offers — Special discounts and promotions delivered right to your inbox.
- Ai Bao Tips — Discover fun ways to enjoy your favorite teas and noodles.
- New Arrivals — Notified first on new menu items, seasonal specials, and more!

DISCOUNT: To kick things off, here's a 10% OFF coupon for your next visit! Just show this email at checkout to redeem: WELCOME10 (EXPIRES MM/DD/YYYY)

(ADD TO OTHER EMAILS) Offers and Discounts *(Discounts can be given for limited-time events such as seasonal menu items and national holidays that highlight items from the menu)*

- **SUB HEADER:** Buy One, Get One Half Off (This Weekend Only!)
COPY: Bring a friend and treat yourselves—buy one boba, get the second half off!
- **SUB HEADER:** Happy Hour: 2–5 PM, Weekdays Only
COPY: Snag \$1 off any regular boba drink—Monday to Friday, 2–5 PM.
- **SUB HEADER:** \$2 Off Any Noodle Bowl (This Week Only!)
COPY: Warm up with our housemade noodles—discount applied automatically at checkout.
- **SUB HEADER:** Lunch Combo Special of Noodles & Tea
COPY: A delicious midday duo. Available from 00 AM to 00 PM daily.
- **SUB HEADER:** Student Discount Week
COPY: Show your student ID for 10% off all noodle bowls—valid (INSERT DATES)

- **SUB HEADER:** Spring/Summer/Fall/Winter Drinks are Here!
COPY: Try our limited seasonal menu items before time runs out! Only available from (MM/DD)
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Thank you Message

HEADER #1: Thank You For Your Support

SUBHEADER #1: See You Again Soon/Stop By Again Soon

HEADER #2: We Appreciate You

MAIN COPY (SELECT ONE):

- Thank you for stopping by Ai Bao—your support means the world to our small team! We hope your first taste was the start of something delicious.
 - We see you, and we appreciate you! Thanks for coming back and supporting Ai Bao. We hope every visit feels like a warm welcome home.
 - Thank you for being a part of our journey, one sip and bite at a time. Your continued support means everything to us.
 - Thank you for choosing us again. Whether it's noodles or tea that brings you back, we're honored to serve you.
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Meet The Menu *(Highlighting food or drink items)*

HEADER #1: Get to Know the Menu

SUBHEADER #2: Here's what's cooking at Ai Bao

HEADER #2: Drinks, Dishes, and More!

MAIN COPY (SELECT ONE):

- Let us introduce you to your next favorite dishes and drinks.
- Discover the flavors that keep our customers coming back for more.
- A closer look at one of our crave-worthy eats. You're gonna want a taste.
- Big flavor. Big comfort. Here's what we're serving with extra love.

SUB COPY: Today's spotlights: [insert item names].

- [Item #1] — [List of ingredients] [Description of taste]
- [Item #2] — [List of ingredients] [Description of taste]
- [Item #3] — [List of ingredients] [Description of taste]

Boba Brewings *(Boba & Coffee flavors & toppings)*

HEADER #1 (SELECT ONE):

- Fresh Drops & Bubbly Sips
- Boba. Tea. Brewed Daily
- Your Cup Just Got an Upgrade

SUBHEADER #1: Explore Boba, Teas, and Coffee

HEADER #2: Sipping on Sweets

MAIN COPY (SELECT ONE):

- New boba flavors are brewing—come sip what’s new and now.
- We’re stirring up something special—get a taste before it disappears.
- New flavors. New toppings. New obsession? You tell us.

SUB COPY: Today’s spotlights: [insert item names].

- [Item #1] — [List of ingredients] [Description of taste]
 - [Item #2] — [List of ingredients] [Description of taste]
 - [Item #3] — [List of ingredients] [Description of taste]
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Savory Surprise *(Showcasing your savory menu like udon, fried rice, and more)*

HEADER #1 (SELECT ONE):

- Craving Something Savory?
- Brace your taste buds for Savor Flavor

SUBHEADER #1: Explore Udon, Noodle Soups, Stir Fry and More

HEADER #2: Embracing the Savor

MAIN COPY (SELECT ONE):

- Our [menu items] are ready to hit the spot. They’re all savory, steamy, and seriously delicious.
- We’re talking rich broth, bold flavor, and the kind of comfort food that sticks with you (in a good way).

SUB COPY: Today’s spotlights: [insert item names].

- [Item #1] — [List of ingredients] [Description of taste]
- [Item #2] — [List of ingredients] [Description of taste]
- [Item #3] — [List of ingredients] [Description of taste]

Tips and Sips

HEADER #1 (SELECT ONE):

- Sip Smarter, Eat Better
- Your Guide to Ai Bao Flavor Pairing Magic
- What's New + What's Delicious at Ai Bao
- Upgrade your next visit

HEADER #2: Perfect Pairings / What's Brewing Behind the Scenes

MAIN COPY (SELECT ONE):

- Looking for your go-to flavor combo? Try pairing our [Food Menu Item] with a refreshing [Drink Menu Item] —the heat + sweet balance is just perfection.
- We've got a few secrets up our sleeves—like how [Drink Menu Item] pairs perfectly with our [Food Menu Item] for that sweet-meets-savory vibe.
- Level up your lunch break: [Food Menu Item] + [Drink Menu Item] is the ultimate comfort combo.

SUB COPY: Got a favorite pairing of your own? Reply and tell us—we might feature your combo in our next email or social post! Stay tuned for more sips, tips, and surprises.

Fan Favorites & Must-Tries

HEADER #1 (SELECT ONE):

- Not sure what to order? Here's where to start.
- Check out these top Sips and Bites
- These Dishes & Drinks Are Calling

SUBHEADER #1: Fan Favorites You've Gotta Try / Try Fan Favorites

HEADER #2: Tried, Tested, and Delicious

MAIN COPY (SELECT ONE):

- [Item #1] — [List of ingredients] [Description of taste]
- [Item #2] — [List of ingredients] [Description of taste]
- [Item #3] — [List of ingredients] [Description of taste]

SUB COPY:

- Already tried a favorite? Share your go-to order with us on Instagram (@aibaonoodles) or reply to this email—we love hearing what you're loving!
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Sneak Peeks *(Exclusive first looks at merch & limited menu drops)***HEADER #1 (SELECT ONE):**

- A Little Something Just for You
- You Saw It Here First!
- Shhh... Sneak Peek Below

SUBHEADER #1: You get first dibs! / Limited Drop / Just Between Us

HEADER #2: [Name of Limited Drop]

MAIN COPY (SELECT ONE):

- [Descriptions of new/restock merchandise]
- [Descriptions of time-limited menu items]

SUB COPY: These exclusives are for inbox insiders only—thanks for being part of the Ai Bao fam!

P.S. Got a flavor idea or merch request? Hit reply and let us know!

Welcome Back**HEADER #1 (SELECT ONE):**

- We Missed You!
- It's Been Awhile... Let's Catch Up!
- Back in Your Inbox with Something Tasty

SUBHEADER #1: Here's a treat from us

HEADER #2: A Thank You Gift, Just Because / Welcome back / You've been missed / from us to you

MAIN COPY (SELECT ONE):

- Your favorite noodles and boba have been waiting for you, and we've got a little treat to say welcome back.
- We noticed it's been a bit since your last visit—and we get it. Life gets busy! But just know we've been thinking of you, and we'd love to see you again.
- The tea's still brewing and the noodles are still hot—so we saved a spot for you.
- Whether you've been craving your go-to order or want to try something new, we're here to welcome you back with open arms—and a special treat.
- Come enjoy 15% off your next order, no questions asked. Just show this email at checkout.
- Come back and say hi, and take \$3 off any order over \$15. Just a little thank you for being part of our journey.

SUB COPY:

- No pressure—just love and noodles. Offer valid for the next 7 days, so swing by soon!
- We hope to see your smile again soon (and maybe your boba order too).