SAMPLE · FICTIONAL CLIENT AD COPY & EMAIL TEMPLATES · $189

Strip District Spice Co.: Holiday Campaign Copy

Spice and tea shop with online store · Strip District, Pittsburgh · Goal: holiday gift-box sales

Search ads (headlines ≤30 characters, descriptions ≤90)

Headline 1	Headline 2	Description
Pittsburgh Spice Gift Boxes	Ships Free Over $50	Hand-packed in the Strip District. 12 curated sets for every cook on your list.
Gifts for Home Cooks	Order by Dec 15	Local spices, small-batch blends and teas. Gift-wrapped and ready to give.

Social ad (Instagram / Facebook)

Primary text

- "The cook in your family already has a knife set. Give them something they'll actually use every day: a box of fresh, small-batch spices from the Strip. 12 gift sets, free shipping over $50."
- **Button:** Shop gift boxes

Print ad (quarter page)

Copy

- **Headline:** Spice up their holidays.
- **Body:** Gift boxes packed by hand in the Strip District since 2009.
- **Offer:** 10% off with code STRIP10 through Dec 24.

Email template 1 of 3: gift-box launch

Subject line	Your holiday gift list, sorted
Preview text	12 spice boxes for every kind of cook. Free shipping over $50.
Body	Hi [First name], every year someone on your list is impossible to shop for. This year, give them flavor. Our 12 holiday gift boxes are hand-packed in our Strip District shop, from the Weeknight Hero set to the Pittsburgh Pierogi Night box. Order by December 15 for delivery before the holidays.
Button	Find their box
Also included	Email 2: last-day-to-ship reminder · Email 3: thank-you and January recipe follow-up

This sample uses a fictional business. Names, figures and findings are illustrative; any resemblance to a real business is coincidental. Real reports are built from verified sources, which are cited.