

Group #4: App iOS & Android

Audience: Users who have downloaded the app, but have not converted yet. Informing people about our Android and iOS app and the new look/features of this app.

Request:

Email 1: Value-add --why use Rosetta Stone

- [Driving to: New Mobile Apps Page](#)

Subject: Make the most of your free time with Rosetta Stone

Subject: You've got the time – our Mobile App lets you take us with you

Dear

Life is busy and it's hard to find time to sit down at your computer.

But when you're out and about, you always end up standing in line and waiting for things.

That's when our new Mobile Apps come in handy. You can spend your downtime absorbing a new language.

[Click here to get started today](#)

Signature

P.S. Make the most of your free time by finally learning another language. Two minutes here... five minutes there. Those little moments when you listen and learn really add up. [Click here.](#)

Email 2: Subscription: Price for everyone /now more affordable than ever

- [Driving to: New Sales Page](#)

Subject: Rosetta Stone priced for every budget

Subject: Don't miss out on this limited time offer

Subject: We've marked down our priced – Save now

Dear ,

If you've put off your dream learning a language because of the cost, don't miss out on your chance to save on Rosetta Stone.

Our top-rated language programs have been improved. We've added features that make it easier than ever to learn a new language at home or on the go. And now it available at the low price of \$149.

[Click here.](#) These prices are available for a limited time only.

Signature

P.S. You deserve this! Get it now for \$149. Or try our subscription packages which give you access to all of the features for as little as \$XXX.

[Email 3: Last chance to get this great deal!](#)

- \$149 price point

Subject: On [date and time] the price will go up

Subject: Hurry, this deal expires in ____ hours

Dear

\$XXX can buy you a suitcase.

You can use it to buy comfortable walking shoes or a wonderful night out.

On [date] the price of Rosetta Stone will go back, and the low price offer of \$149 will expire. You can get it now and save \$XXX, or miss the deadline and pay the retail price of \$XXX.

[Click here](#)

Signature

P.S. Hurry. This low price can't last forever! [Click to save](#)

