

# Expert Content Strategy Guide

*Birthday Email Journey*

*May 2025*

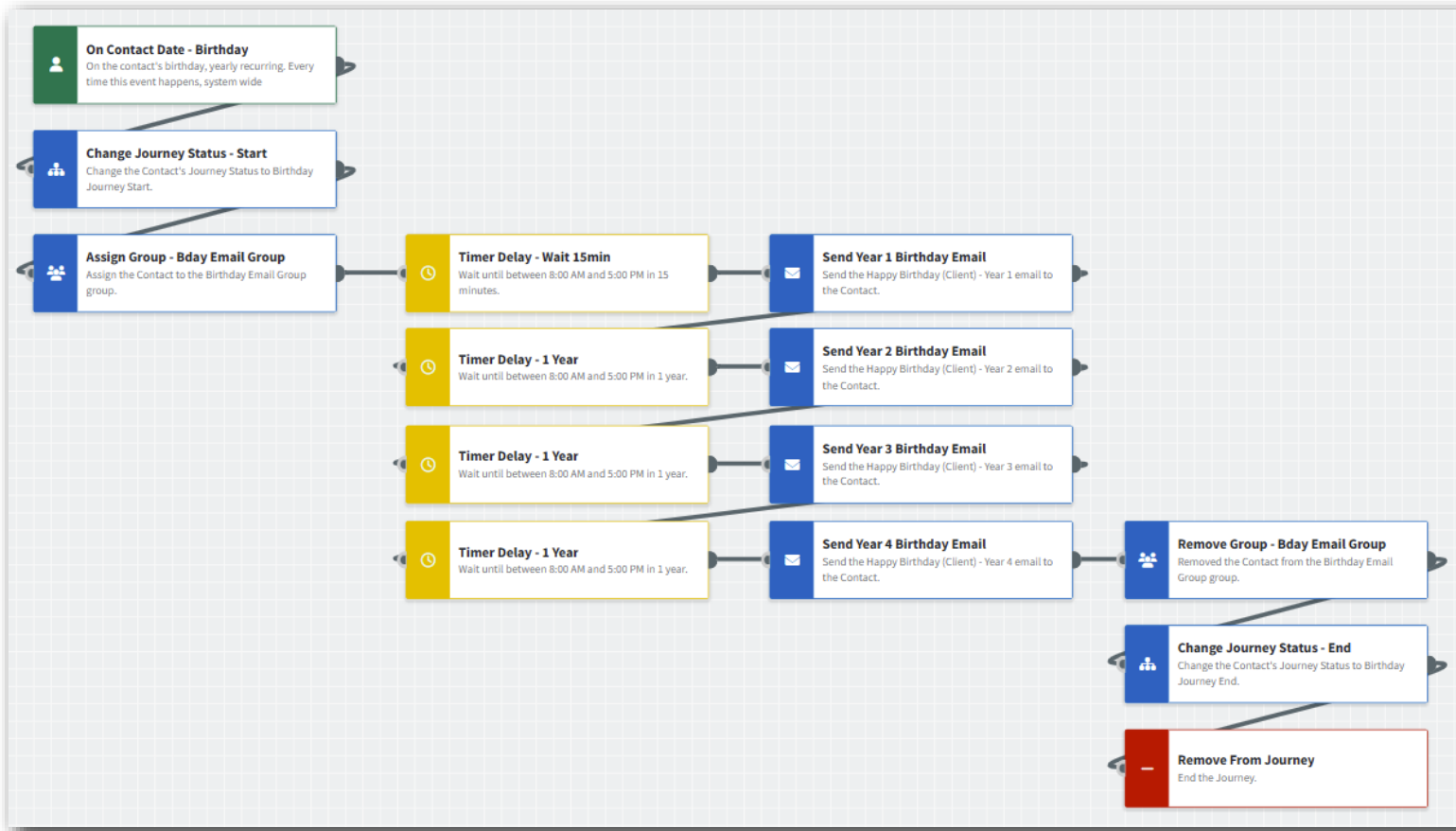


## Communication types: Email

Four (4) emails to celebrate the recipient's birthday. Contacts are added to the journey on their birthday and will loop back to the first email on year five (5). This lifetime journey is meant to keep users and/or companies in front of contacts but not to sell or market a product.

*\*All communications should be reviewed prior to initiating the journey.*

# Birthday Email Journey



## Journey Notes:

- Keep emails that work for your organization, swap with custom, or add these emails to your existing campaigns.
- Adjust onramps with organization specific groups, Manually Add Contact, or other applicable triggers.

# Birthday Email Journey



Dear Linda,

Here's wishing you a very happy birthday!

People like you make my job especially rewarding, and I'm always thrilled to assist you.

Enjoy your special day!

Warm regards,



Media Team Admin  
NMLS#: 12345  
Office: (123) 456-7890 | Cell: (888) 888-8888  
ExpertContent@TotalExpert.com

Expert Content  
1234 Lake View Ave, Suite 600  
Minneapolis, MN 55432



Dear Linda,

Happy birthday! I hope this email finds you well and ready to celebrate another wonderful year.

Whether you're celebrating at home or somewhere special, I hope your day brings you everything you wish for...whether it's cake, gifts or a quiet dinner at home.

Best wishes for a fantastic birthday and a successful year ahead!

Sincerely,



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Dear Linda,

While I usually spend my days talking about rates, savings and pricing (thrilling stuff, I know), today I get to talk about something way more exciting – YOU.

In other words, happy birthday!

Today is the one day of the year when you deserve a rate of 100% fun.

Whether you'll be treated to a massive birthday cake or heading out for dinner, everyone here wishes you a rewarding, special day.

Cheers to another great year,



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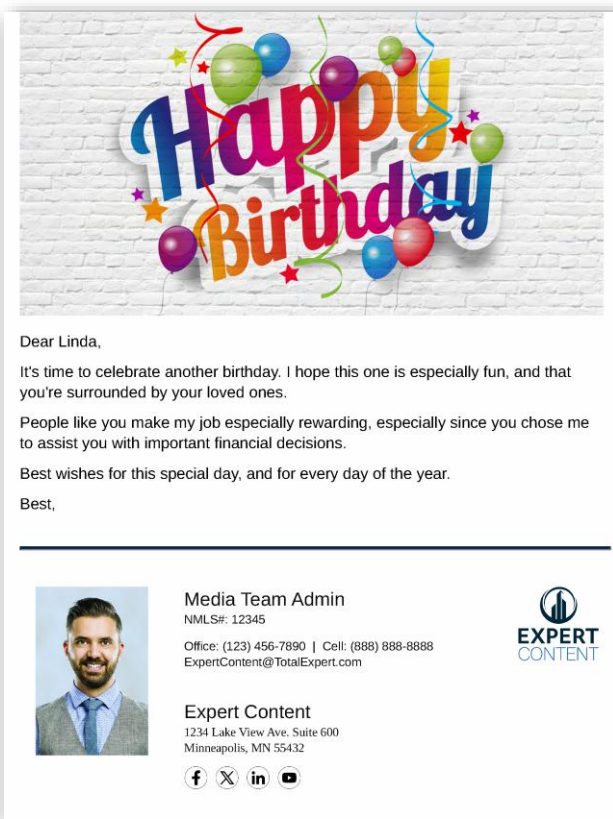
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## Email Subject Lines:

- Happy Birthday from Everyone at {{sender.company}}!
- A Birthday Wish for You
- Another Year. Another Birthday.

# Birthday Email Journey



## Email Subject Lines:

- Happy Cake Day!