

Expert Content Strategy Guide

Birthday Video Journey

May 2025

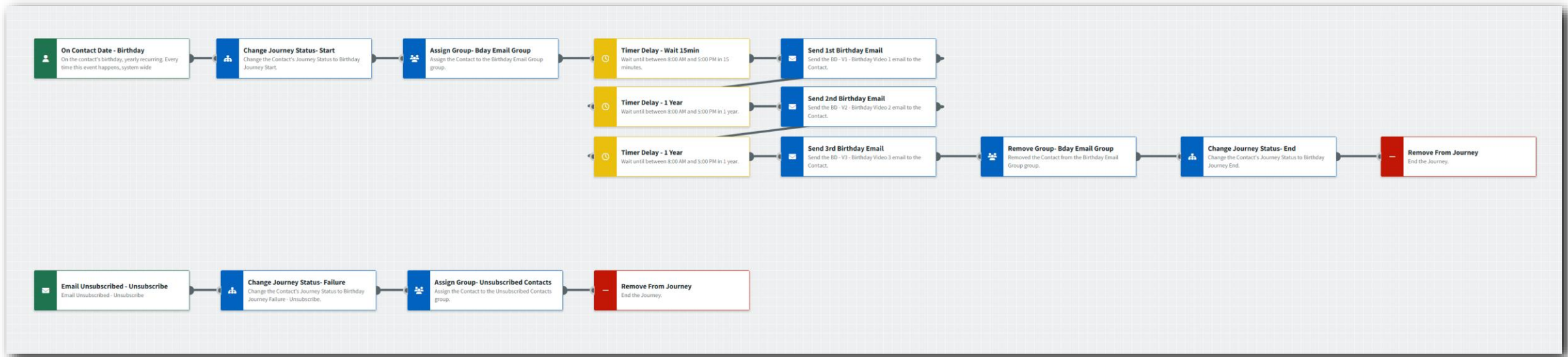


Communication types: Email with dynamic videos

Three (3) emails with dynamic videos celebrate the recipient's birthday. Videos include the recipient's first name. Contacts are added to the journey on their birthday and will loop back to the first video email on year four (4). 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.*

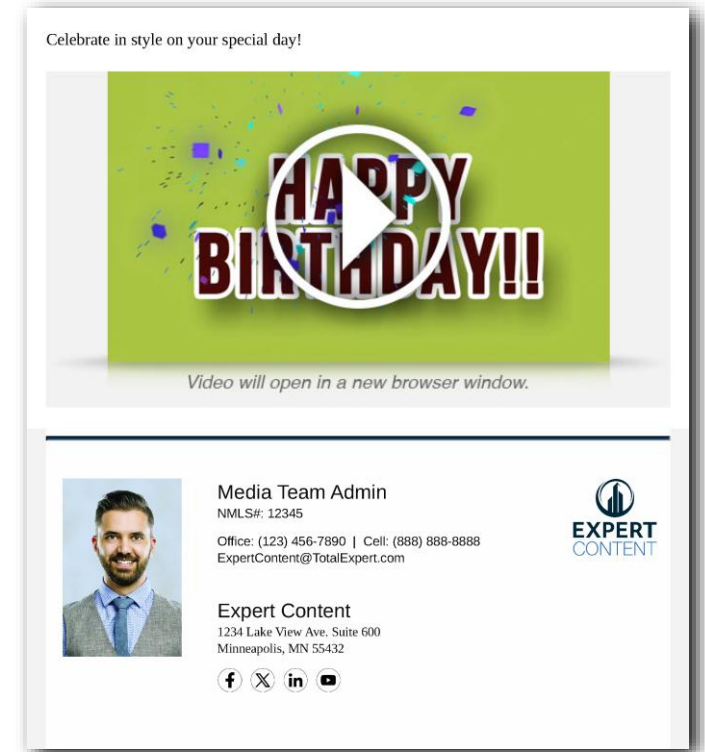
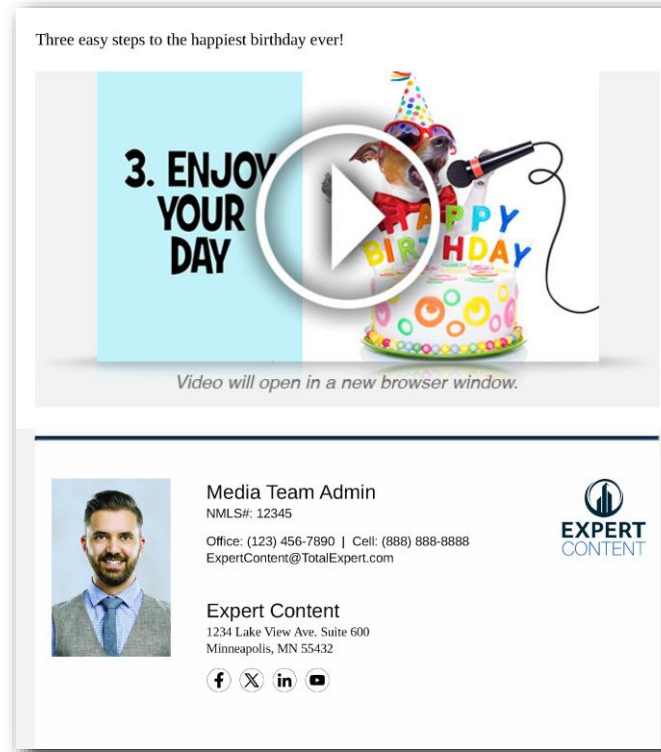
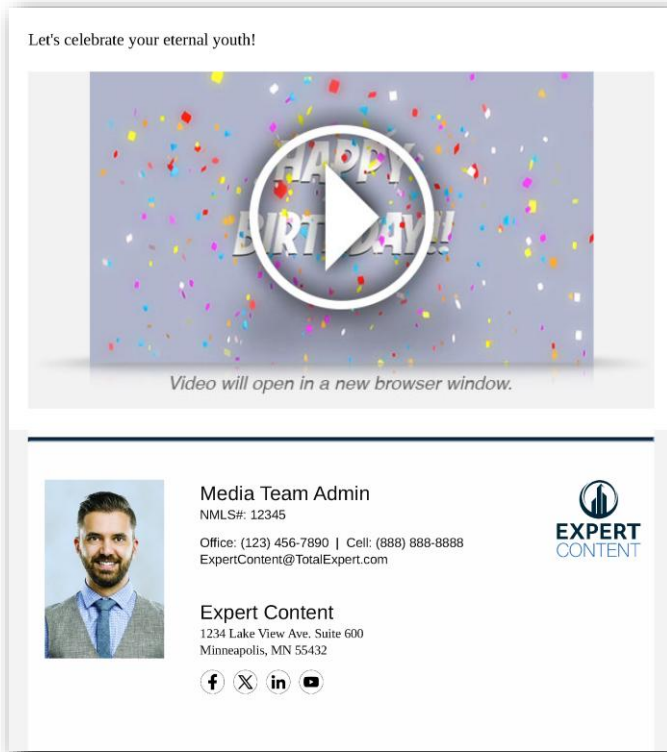
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Journey Map Notes:

- 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.

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Email Subject Lines:

- Look at it this way: you're wiser
- Go on – tell us your wish
- Feeling festive?