

Email Day	Email Topic	Email Description
1	Welcome to [Brand]!	Welcome the user warmly, introduce them to [Brand], and explain briefly what they can achieve with your testimonial tool. Guide them on how to set up their account and start collecting testimonials. Encourage them to reach out with any questions.
2	Unlock the Power of Testimonials	Share a success story or case study showing how testimonials have helped other businesses. Provide tips on how they can effectively collect and display testimonials using your tool.
3	Making the Most of Your Free Trial	Provide a checklist or step-by-step guide on how to make the most of their free trial, including features they should definitely try out. Offer a limited-time discount if they decide to upgrade before the trial ends.
4	Did You Know?	Share a lesser-known, but powerful feature of your tool and how it can benefit them. Include a tutorial or link to a tutorial.
5	Hear from Our Happy Customers	Share testimonials from your own satisfied customers talking about the premium features. This serves as a social proof to entice free trial users to upgrade.
6	Exclusive Offer Just for You	Offer an exclusive discount to entice them to upgrade. Make it a limited-time offer to encourage prompt action.
7	Your Feedback Matters	Request feedback on their experience so far. Engage with the feedback to improve and also subtly remind them of the benefits of the premium features.
8	The Countdown Begins	Remind them that their free trial is about to end, highlight what they'll be missing out on, and again, present the offer to upgrade to a premium plan.

9	Last Chance to Save	Reiterate the limited-time discount offer, emphasizing that it's their last chance to save.
10	Farewell, But Not Goodbye	As the trial ends, thank them for trying out [Brand]. Reiterate the benefits of upgrading and let them know that the door is always open for them to return and upgrade. Additionally, those who haven't interacted much could receive a more aggressive follow-up with a stronger call to action, possibly offering an extended trial or an additional discount, re-emphasizing the benefits and the successes other businesses have had with your testimonial tool.