

Assurity[®]

One-Month Email Marketing Campaign

Accident Insurance



How to use this guide

This ready-to-use accident insurance email campaign makes it easy to reach more customers with timely and valuable insurance protection. Just copy and paste the subject lines and email messages – send them at our recommended times and days of the week for best results.

When to Send Emails

Your customers are more likely to open emails they receive in the morning compared to those they receive in the afternoon. Emails perform best when sent at the following times:

1. 10am
2. 9am
3. 8am
4. 1pm

The day of the week you send the emails also matters – certain days perform better than others. Here are the best days of the week to send emails to your customers:

1. Thursday
2. Tuesday
3. Wednesday
4. Monday

Tip: Don't send emails during the weekend! Open rates are significantly lower on Saturday, Sunday and Friday.

Source: Coschedule.com, What 10 Studies Say About the Best Times to Send Email in 2023

Email 1:

What's Accident Insurance?

Send:
Week 1,
Thursday
at 10am

Subject Line: Get simple coverage for everyday accidents — ▲ ▾ ✕

Email Message: It's easy to protect your family from the financial impact of common injuries with Accident Insurance.

If you or your loved ones get a broken bone, deep cut or another accidental injury, it pays money directly to you. You can use the funds for whatever you need with no restrictions like networks, deductibles or copays.

Coverage is surprisingly affordable, and it's easy to apply with no medical exams or tests. It's a plan that anyone with a growing family should consider – accidents happen, Accident Insurance can help. Learn more and apply for coverage today:

[\[LINK to QuickStart experience\]](#)

Email 2:

Accidents happen

Send:
Week 2,
Tuesday
at 9am

Subject Line: Accidents happen. Don't let them hurt your wallet. — ▲ ▾ ✕

Email Message: You know accidents can happen any time – it's why try to save for unexpected broken bones and ambulance rides. I wanted to share an insurance option that can help with those unexpected costs: Accident insurance.

If you or a loved one suffers an accidental injury, it pays you money you can use to cover medical bills, or whatever else you need without restrictions like networks or deductibles. It's simple, easy coverage that you can get in minutes without medical exams or tests. Check it out – and don't hesitate to reach out with any questions you may have:

[\[LINK to QuickStart experience\]](#)

Email 3:

Supplement your healthcare

Send:
Week 3,
Wednesday
at 8am

Subject Line: Beat healthcare bills with accident insurance — ▲ ▾ ✕

Email Message: If your health insurance costs are too high, you're not alone – and you're also not alone if you worry about meeting sudden medical bills. Accident insurance can help.

If you or a loved one suffers an accidental injury, it pays you money directly so you have cash to help with whatever you need. Use the cash to pay your health costs, take time to recover, or anything else you need. The application is fast and easy with no medical exams or tests – check it out, and if you like what you see, you can get coverage in minutes.

[\[LINK to QuickStart experience\]](#)

Email 4:

Get affordable coverage

Send:
Week 4,
Monday
at 1pm

Subject Line: Get affordable backup for health costs

Email Message: Don't stress over unexpected health costs – get affordable coverage that helps protect you against sudden medical expenses like ambulance rides, broken bones or hospital stays.

Accident insurance starts at just a few dollars each month, and if you or a loved one suffers an accidental injury, it pays you directly so you can pay your bills and stay on top of your finances. Take a look at what it can do – and don't hesitate to reach out with any questions you may have:

[\[LINK to QuickStart experience\]](#)