

## Email Funnel A1 Motor Oil

**Email 1** - Initial Outreach

**SUBJECT LINE OPTIONS:** Get This NOW Before It's Gone! / Stop Wasting Money On Bad Oil / Welcome - 20% Off!

**FROM LINE:** Your friends at A1 Motor Oil

Welcome! We are excited to have you join us!

A-1 Performance Motor Oil makes car engines run more efficiently than any other motor oil on the market.

Whether you are new to our outstanding Motor Oil line or a seasoned user., you know it's created to deliver efficient engine protection from the five factors that can damage engines over time and protect critical engine parts for up to 10,000 miles between oil changes. It's what you're looking for to take care of your distinguished automobile.

- It will keep your favorite engine clean
- It helps it run smoother
- It improves the longevity of your engine's parts

Our Performance Motor Oil keeps your treasured automobile happy while running better and longer.

Available in 1-qt. and 5-qt. bottles, A1 Performance Full Synthetic Motor Oil helps control oxidation and prevents oil breakdown. It's recommended by Mac's Antique Auto Parts for all types of antique, hot rod, and vintage vehicles, including Model T's, Thunderbirds, Mercurys, Mustangs and so many more!

In the end, you will save money, too. Running a healthier prized car longer keeps more bucks in your pocket. You can spend that on new brakes or a fancy new top instead.

But, our offer is only for email members and only!

**20% OFF** A-1 Performance Motor Oil with this code: A1Welcome

Advanced Fuel Economy Full Synthetic Motor Oil 0W-20

Recommended by car builders, professional mechanics, and is the Official Motor Oil of The Antique Automobile Club of America.

**Click to Order Today!**

This deal is only available to you in this one welcome email. Take advantage to cash in on this awesome deal.

**Order NOW!**

Happy Driving!

## Email 2

**SUBJECT LINE OPTIONS:** Do You Know How To Figure Out What Oil To Use?

**FROM LINE:** Your friends at A1 Motor Oil

Boy, it can be complicated can't it?

With all the motor oil options out there, how do you calculate and compare and in the end...decide?

We organized an entire spot on our website just for you to work out the details and get just the right motor oil for your car.

We'll ask you some simple questions like year, make, model, and age of your vehicle to help determine just the right way to go.

You'll see a variety of options to choose from. You'll be able to read up on what makes each product great.

### **Find Your Favorite Motor Oil**

Use the coupon to make your choice easy at any of your local auto parts stores or your favorite big box outlet!

### **Get Your Oil Coupon!**

See you next time

- Your Friends at A1 Motor Oil, Happy Driving!

### Email 3

SUBJECT LINE OPTIONS: Are you on the fence about synthetic motor oils?

FROM LINE: Your Friends at A1 Motor Oil

Over the years, we have spoken with many happy customers of A1 Motor Oils.

We want to share antique automotive enthusiast, Joe Sanderson's story.

Joe was sad to say that his 1969 Ford Mustang engine wasn't running really great. He decided to do a full oil and filter change with a spark plug overhaul to see if he could rectify the problem.

This time he tried A1 Performance Motor Oil with big success. His prized Mustang ran great again and he's never going back to his old oil choices. He's been driving his Mustang most of his life and shows off his 600,000 miles to friends and auto show members. Joe originally purchased the car in high school many moons ago, and 40 years later he drives it 60 miles almost every day.

We love to share stories of happy **A1 Motor Oil Customers**. We are proud of our product and how it has changed the lives and engines of many vintage car fans around the world.

Hope you'll check us out or share your happy story with your friends and family.

Look forward to chatting with you next time about how our A1 Performance Motor Oil can help make your life great, too!

Happy Driving!

## Email 4

SUBJECT LINE OPTIONS: Thanks! Let's Celebrate!

FROM LINE: Your Friends at A1 Motor Oil

We love to celebrate with our customers. You're an antique car lover and so are we.

So much so that we love to run promotions throughout the year.

Sometimes we celebrate with giveaways. Like the cool speaker cooler when you buy 5 quarts of A1 Oil Offer. This was a big hit recently.

And, the awesome chance to win a free Top Bear travel cooler each week at your local Napa Auto Store. We love to pair up with people in your community so keep a lookout to see when the next offer springs up.

Keep your eyes open and check our website often to find the perfect deals for you and your favorite automobile!

What do you think we'll do next? You'll never know if you don't drive by [\*\*A1AutoOil - Promotions\*\*](#)

Happy Driving!

## Email 5

SUBJECT LINE OPTIONS: We've Enjoyed Our Time Together - Specials

FROM LINE: Your Friends at A1 Motor Oil

We have had a great time connecting with you and sharing why A1 Performance Motor Oil is the right oil for your antique and vintage automobile.

Automobile enthusiasts like you are a special model and we enjoy getting to know you and hearing your proud stories.

Swing by our review section to see how others in the community are enjoying our Performance Motor Oil lines of top lubricants for all types of automobiles.

If the moment fancies you, please take a moment to tell us how you are enjoying the A1 Performance Motor Oil in your favorite car.

### **Happy Automobile Stories**

Happy Driving!