

1. WELCOME / SIGN UP...(BRAD PLEASE IGNORE THIS ONE AS IT WON'T BE FROM MAILCHIMP)

This email is sent as part of MP backoffice system.

SUBJECT: Welcome to BinaryTilt – Your live registration is now complete!

Dear [FIRST_NAME],

Thank you for your registration with BinaryTilt and welcome to the world of binary options trading!

These are the login details that are linked to your trading account:

Login Page: [\[WEBSITE_URL\]](#)

Your user name is: [USERNAME]

Your password is: [PASSWORD]

Please keep your login details safe.

We would like to take this opportunity to thank you once more for registering with BinaryTilt. We are proud of our customer service and will strive to provide you with all the support you need in order to learn about the Binary Options market and to gain profits when you start trading in an easy and pleasant way.

To your trading success,

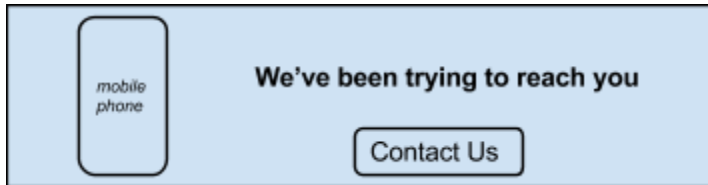
BinaryTilt

2. WRONG NUMBER

(This email will be sent individually by the account manager handling the account, so we can consider making it more personal)

SUBJECT: [FIRST_NAME], We've been trying to reach you.

IMAGE/BANNER: "mobile phone calling" + text: "We've been trying to reach you" + button: Contact Us



Dear [FIRST_NAME],

Thank you for choosing BinaryTilt as your binary options trading platform!

Our support team recently attempted to contact you. We know that you are busy and not always available, so please email us at support@binarytilt.com with your best contact number and the ideal time to contact you.

If you prefer to contact us directly, please call us on +61 2 8404 8552 or use the [live chat](#) function on our website.

Happy trading!

Always at your service,
Your BinaryTilt Support Team

3. WELCOME BONUS REMINDER 1st retention email

SUBJECT: [FIRST_NAME], Double Up your First Deposit!

IMAGE/BANNER: Welcome Bonus Banner (same as existing on website promotion page already)

Dear [FIRST_NAME],

Thank you for choosing BinaryTilt as your binary options trading platform!

Don't forget to claim your 100% Welcome Bonus – we will double your first deposit up to \$3,000.

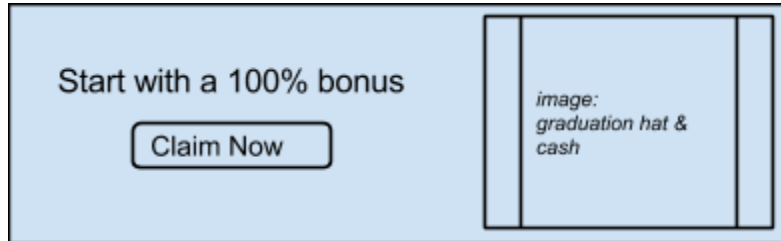
Deposit now (*pink button*) and claim your bonus!

Always at your service,
BinaryTilt

4. EDUCATION CENTRE & BONUS REMINDER 2nd retention email

SUBJECT: [FIRST_NAME], Educated Traders Make Profits – Learn how to Trade!

IMAGE/BANNER: “graduation hat & cash” + text: “Start with a 100% Bonus” + button: Claim Now



Dear [FIRST_NAME],

With our full suite of educational tools, we are here to improve your trading. Over the next few weeks, keep a look out for our exclusive trading tips and offers just for you!

Also, don't forget to claim your 100% Welcome Bonus – we will double your first deposit up to \$3,000.

Deposit now (pink button) and claim your bonus!

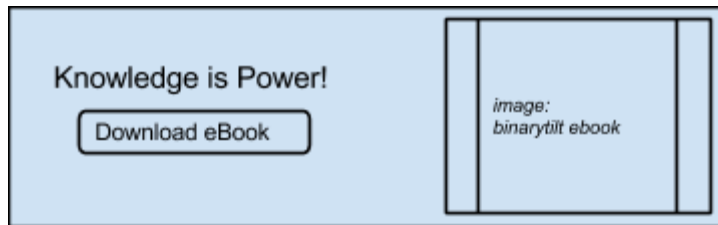
Always at your service,
BinaryTilt

5. Get your binary options ebook 3rd retention email (3 emails: live account, demo account and actual ebook)

5.1

SUBJECT: [FIRST_NAME], Knowledge is Power!

IMAGE/BANNER: "binarytilt ebook" + text: Knowledge is Power! + button: Download eBook



Want to start trading, but don't know where to start? We can help you find your way with our FREE ebook.

This book will help you start trading smartly so you can start counting your profits!

What's inside?

- Traders' psychology and behavior
- Essential concepts and terms
- Tips for a successful trading
- How to use trading tools
- Practice basic and important technique's
- Learn how to trade
- Learn when to trade

<Download eBook> (use same button as in header of email)

You can start trading by opening a demo account or open a live account and we'll grant you with 4 RISK FREE Trades to help you test what you've learned. So, you don't even need to worry about losing your investment - if you lose, you will get it back!

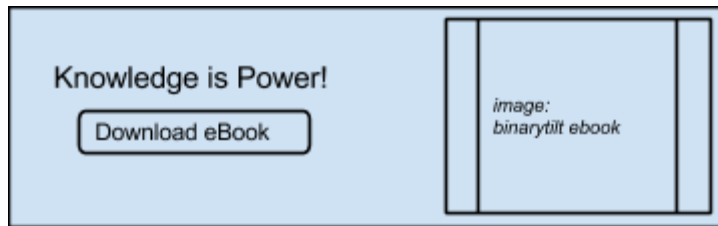
<Open live account> (green button)

Always at your service,
BinaryTilt

5.2

SUBJECT: [FIRST_NAME], Knowledge is Power!

IMAGE/BANNER: "binarytilt ebook" + text: Knowledge is Power! + button: Download eBook



Want to start trading, but don't know where to start? We can help you find your way with our FREE ebook.

This book will help you start trading smartly so you can start counting your profits!

What's inside?

- Traders' psychology and behavior
- Essential concepts and terms
- Tips for a successful trading
- How to use trading tools
- Practice basic and important technique's
- Learn how to trade
- Learn when to trade

<Download eBook> *(use same button as in header of email)*

You can start trading by opening a demo account or open a live account and we'll grant you with 4 RISK FREE Trades to help you test what you've learned. So, you don't even need to worry about losing your investment - if you lose, you will get it back!

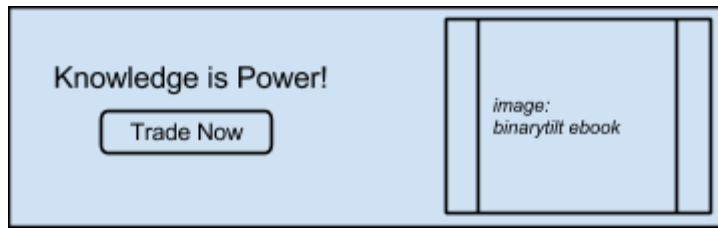
<Open demo account> (pink button)

Always at your service,
BinaryTilt

5.3

SUBJECT: [FIRST_NAME], your exclusive eBook!

IMAGE/BANNER: "binarytilt ebook" + text: Knowledge is Power! + Button: Trade Now



At BinaryTilt we have spent considerable resources on giving you, our valued clients, powerful tools to explain how simple it is to trade. We are pleased to enclose your exclusive copy of our eBook.

This book will help you start trading smartly so you can start counting your profits!

Open a live account and we'll grant you with 4 RISK FREE Trades to help you test what you've learned. So, you don't even need to worry about losing your investment - if you lose, you will get it back!

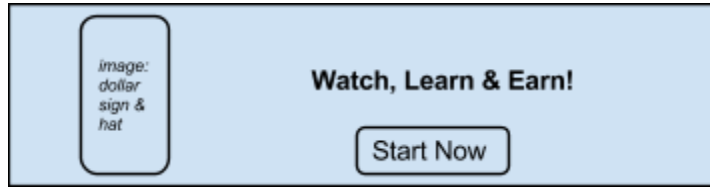
<Open live account> (green button)

Always at your service,
BinaryTilt

6. JOIN OUR ONLINE TUTORIALS 4th retention email

SUBJECT: [FIRST_NAME], Watch, Learn & Earn!

IMAGE/BANNER: "dollar sign & umbrella" + text: "Watch, Learn & Earn!" + button: Start Now



Dear [FIRST_NAME],

Become a trading guru with the BinaryTilt video tutorials! We know you are new and we want to help you develop your trading skills.

Our video tutorials are informative and free for BinaryTilt members only. They will give you the education you need to become a successful trader and make profits. Easily access the tutorials within your browser, on your own schedule.

Learning to trade is important in order to succeed. Your success is our success!

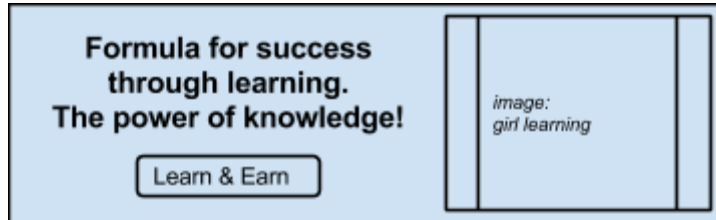
<Start Now> *(use same button as above)*

Always at your service,
BinaryTilt

7. Join Our Introductory Course to Binary Options 5th retention email

SUBJECT: [FIRST_NAME], You're Invited to the BinaryTilt Introductory Course

IMAGE/BANNER: "girl learning" + text: "Formula for success through learning. The power of knowledge!" + button: Learn & Earn



Dear [FIRST_NAME],

We have created video tutorials especially for our new traders to give you basic knowledge before you start trading. Learn about the market and then apply your knowledge to start profiting!

We will show you:

- What traders need to know in order to become successful;
- An overview of the Binary Options Market, different financial instruments explained and the main factors that drive the market;
- The Diversity of Binary Options;
- What are the chances and risks and the types of investments.

Access our [video tutorials](#) and become a trading champion!

Always at your service,
BinaryTilt

8. Have 4 Risk Free Trades 6th retention email

SUBJECT: [FIRST_NAME], Have 4 Risk Free Trades on us!

IMAGE/BANNER: Risk Free Banner (same as existing on website promotion page already)

Dear [FIRST_NAME],

Financial markets are winning right now! With so many assets to choose from, join the rush with BinaryTilt and with your first time deposit you will receive **4 Risk Free Trades** and a **100% Welcome Bonus**.

Take advantage of this limited offer now!

<Open Live Account> *(Green button)*

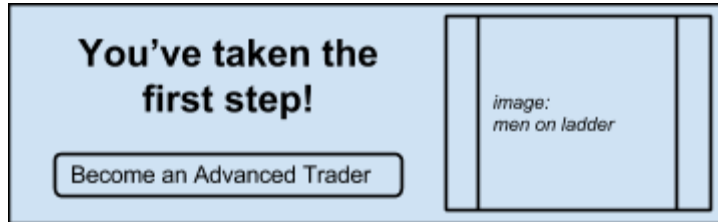
<Deposit Now> *(Pink Button)*

Always at your service,
BinaryTilt

9. Reminder of tutorial program and lesson2 - 7th retention email

SUBJECT: [FIRST_NAME], Passive or Aggressive?

IMAGE/BANNER: "men on ladder" + text: You've taken the first step! + button: Become an Advanced Trader



Dear [FIRST_NAME],

What is your risk management strategy?

How much money should you risk?

How many open positions to manage?

Control your markets exposure! Join the BinaryTilt Advanced Trading Course; all you need to do is: Open a [Live Account](#) and Make Your First Deposit.

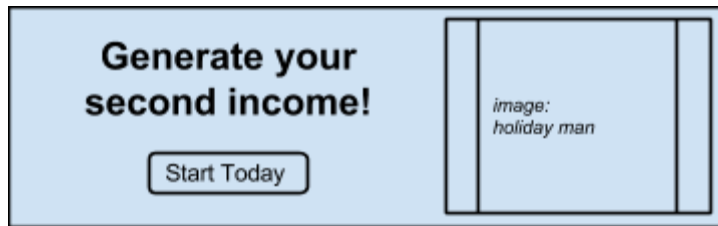
Always at your service,

BinaryTilt

10. Reminder of tutorial program and lesson 8th retention email

SUBJECT: [FIRST_NAME], Trade like a Pro with BinaryTilt's Advanced Binary Course

IMAGE/BANNER: "holiday man" + text: "Generate your second income!" + button: Start Today



Dear [FIRST_NAME],

Want to know how the financial markets can work for you?

Our beginner and advanced courses cover a variety of topics, from successful trading strategies to professional trading skills.

Our team is here to help you every step of the way! So don't hesitate to [Contact Us](#) with any questions.

Enrol in our courses today:

<Open Live Account> *(Green button)*

<Deposit Now> *(Pink Button)*

Always at your service,
BinaryTilt

MARKET ANALYSIS EMAILS - WILL START WITH ONCE PER WEEK OF ONLY ONE OF THE BELOW:

1. General Market Analysis: email for depositors and non depositors; AND
2. Newsletter - Market Analysis (asset): this newsletter should be sent according to markets events for depositors and non depositors:

11. Newsletter (BRAD PLEASE HOLD OFF ON THESE ONES FOR NOW - WILL DISCUSS)

SUBJECT: [FIRST_NAME], <subject depending on market news>

IMAGE/BANNER: will change from week to week, so need to prepare a selection of various.

Dear [FIRST_NAME],

<NO MORE THAN 6 LINES OF CURRENT MARKET NEWS: TO BE ADDED AT THE TIME>

Education is power in financial markets! [Learn Now](#) with BinaryTilt.
Make your first [deposit](#) and as an exclusive bonus to you, we will double it!

<NO MORE THAN 6 LINES OF CURRENT MARKET NEWS: TO BE ADDED AT THE TIME>

Our trading tools are FREE. Use them and become a trading genius today! [TRADE NOW](#)



(above should be image buttons using icons provided)

12. Bonus Reminder - 9th retention email

SUBJECT: [FIRST_NAME], Don't Forget our Bonus Offer to You!

IMAGE/BANNER: "gold gift" + text: "Don't Miss Your Special Bonus!" + button: Claim Now



Dear [FIRST_NAME],

BinaryTilt has an exclusive offer waiting for you!

Claim your 100% Welcome Bonus – we will **DOUBLE** your first deposit up to \$3,000.

What are you waiting for - start trading today with our gift to you!

<Open Live Account> *(Green button)*

<Deposit Now> *(Pink Button)*

Always at your service,

BinaryTilt

13. Education - ebook , tutorial reminders - 10th retention email

SUBJECT: [FIRST_NAME], Get Learning & Start Earning!

IMAGE/BANNER: "learn & earn" + text: "Your Free Trading Tools" + button: Start Now



Dear [FIRST_NAME],

Don't forget BinaryTilt is here to provide you with all the facts and tips to make yourself a better trader! As a registered member, you are able to access exclusive items for FREE, such as:

eBook - learn how and when to trade, plus tips for successful trading and more!

Video Tutorials - watch and learn all about the Binary Options market and the best way to trade.

In the words of Malcolm Forbes, *"Education's purpose is to replace an empty mind with an open one."*

Open your mind to the possibilities of successful binary option trading with BinaryTilt, the worlds leading regulated trading platform!

<Open Live Account> *(Green button)*

<Deposit Now> *(Pink Button)*

Always at your service,
BinaryTilt

14. Risk Free Trade reminders - 11th retention email

SUBJECT: [FIRST_NAME], Your First 4 Trades, RISK FREE!

IMAGE/BANNER: "no risk dollar" + text: "Your Risk Free Trades are Waiting" + button: Claim Now



Dear [FIRST_NAME],

We have 4 RISK FREE trades waiting for you to claim! Use them today to sharpen your trading skills and start profiting now.

To claim your exclusive offer, all you need to do is register for a [Live Account](#) and make your first deposit. It's that simple!

Always at your service,
BinaryTilt