





We're Not Really Strangers portfolio



Innovative Email Marketing:

the good news is that you don't
always need to know what to
say  Inbox 





We're Not Really Strang... Sep 13
to me  


or what to ask

there's someone u haven't
spent quality time with in a
while  Inbox 





We're Not Really Strang... Aug 29
to me  

yourself

i'm sorry but someone has to
say it  Inbox 



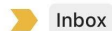
We're Not Really Strang... May 30
to me  

some ppl think that self care is just
doing whatever you want to do, but
it's much more than that

Links took our
audience to product
and collection pages.

Abandoned Cart email:

a message from your past self



We're Not Reall... Sep 17

[Unsubscribe](#)



to me ▾

WE'RE NOT REALLY STRANGERS

your past self was curious about this...

[how do you feel about it now?](#)



We're Not Really Strangers Card Game

\$25.00

take me back

Email Newsletter copy:



summer plans can be as simple as
sharing a blanket outside or sharing
a couch where there's air
conditioning



Interactive “Value” Emails

answer this honestly  Inbox 



We're Not Really Strangers Jun 6
to me  

i'm in love with

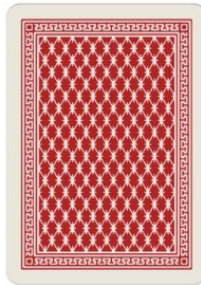
who they are

their potential

pick a card  Inbox



We're Not Really Strangers Jun 21
to me 



pick one

Inbox

easy answer

honest answer

Links lead to landing pages featuring products.

Amazon Asset Copy

Go beyond “how was school?”



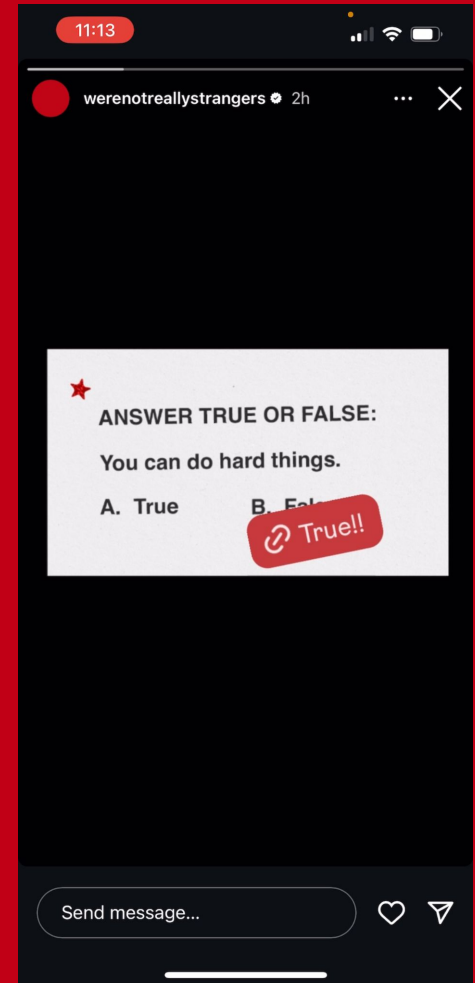
What's inside

- 50 questions and wildcards
- 3 carefully crafted levels
- Answers to everything you're curious about

Play with new friends and your day-ones



Social Media



Merch & Packaging Copy





SELF-REFLECTION KIT

★★★★★ 483 reviews

\$25.00

Earn **25 points** for this product. [Log in or sign up](#)

if you're wondering "how did I get here??" or "why am I like this???" use this kit to help you find out.



THE ALL IN BUNDLE

~~\$50.00~~ **\$40.00** Save 20%

Earn **40 points** for this product. [Log in or sign up](#)

The best part of being "all in"? Feeling like you're home when you're with them. Use the scratch off cards in my 365 game for a meaningful daily check-in and play my Couples Edition whenever you want to reflect on where you've been together and imagine where you're going.

PDP Copy



YOUR ANXIETY IS LYING TO YOU SOCKS

\$18.00

Earn **18 points** for this product. [Log in or sign up](#)

try not to overthink the little stuff, like what socks to wear :)

Interactive Website Copy

Who do you want to get closer to this year?

MYSELF

MY PARTNER



Are you ready to say “I love you”?

TAKE THE QUIZ

GET YOUR V-DAY GIFTS ON TIME!! 📺❤️



WE'RE NOT REALLY STRANGERS



Click here if you're in love

Click here if you're looking for love

Click here if you love your friends

Click here if you're still healing

Links lead to landing pages featuring related products.

Promotional Copy

WE'RE NOT REALLY STRANGERS

SHOP

INFO

CLOSE FRIENDS

FOR YOU

SEARCH

ACCOUNT

CART 

You're ready for new things.

Everything you need for your next chapter is 20% off.

[terms & conditions](#)

reminder: my 20% off sale ends today

Inbox

if u like to give gifts to people you love,
that list should include yourself too<3