

## ***Email 1***

**Subject line:** Welcome to the Living Light Giveaway!

Hello {First Name}

Thank you for entering the Living Light giveaway. We're excited to award one lucky winner with their own slice of natural wonder.

This is more than a random drawing. We invite you to share the magic of Living Lights. You can collect points that grow your chances of winning. The more points you earn, the more bonus prizes you unlock.

Help us spread the delights of terrariums while supporting local Australian artisans. You'll shift the odds in your favour to win the Grand Prize, which includes 3 of our signature Living Lights along with 2 Night Lights and 2 \$100 vouchers.

We crafted our Living Lights to combine the whimsically gorgeous art of terrariums with ambient illumination. Each terrarium is handcrafted as a microcosmic landscape, creating a unique and gentle lamp that brings a bit of natural splendour into your home.

To enjoy your own Living Lights collection — or share them as gifts — get started earning points by clicking below. Every action brings you closer to winning the Grand Prize, valued at \$2000!

[CTA button] Unlock Your Prizes

Warm regards,

[signature]

## ***Email 2:***

**Subject line:** Keep your houseplants thriving

Hello {First Name},

If you're struggling to develop your green thumb, don't feel bad. Plants are unique organisms that require the right balance of sunlight, carbon dioxide, and moisture. While plants may seem to grow with ease outdoors, houseplants need particular conditions.

As part of our mission to help everyone enjoy natural wonders within their home, we're pleased to offer this simple houseplant care checklist.

1. Fertilize regularly. Once a year during the growing season is usually sufficient. Measure carefully to be sure you don't cause nitrogen burn.
2. Remove dead stems and buds. Dying parts of the plant can attract spores and insects. Trim them to keep your houseplant healthy.
3. Clean off dust. It's no secret that houses are dusty. A layer of dust on your leaves can impair their photosynthesis. Again, while wind and rain can naturally remove debris from outdoor plants, you'll need to manually dust your houseplants.
4. Prune and propagate. Cut back overgrown houseplants (or repot them) and take cuttings to propagate new plants. This way, you stimulate new growth and prevent disease.
5. Water them — but don't overdo it. The number-one reason houseplants die is due to thirst. A close second is overwatering. Remember, outdoor plants enjoy rainwater and dew, even if you don't water them manually. Water your houseplants whenever the top 1-2 cm of soil feels dry.

Another option is to use hydroponics. This is the art of growing plants in water, which solves the problem of soil dryness and helps ward off pests. Many of your favourite houseplant species can be cultivated in water. You don't need a fancy hydroponics tank: an aqua lamp allows room for root growth and looks lovely as well.

We hope you found this email helpful. Happy plantkeeping!

Warm regards,

[signature]

### ***Email 3***

**Subject line:** The secret of successful plant cloning

Hello {First Name},

In our last email, we shared some tips to help your houseplants thrive. We mentioned propagation, which not only keeps your plants healthy but also expands your plant collection!

Follow these 5 steps to never pay for another houseplant again — unless you want to add new species, of course!

1. Take a cutting by slicing a stem near the middle of the plant at a 45-degree angle. Use a sharp knife to prevent wounds. Never cut the main stem.
2. Trim away any leaves from the bottom of the stem. Cut the stem to 10 cm long at a 45-degree angle.
3. Place your cutting in a pot of compost or a vase of water. Don't let it get totally soaked, though.
4. Give it at least 18 hours of light per day.
5. Monitor its growth. Once a root ball has formed, your clone is ready to be planted.

Have you tried cloning your houseplants? It's a neat way to fill your home with greenery. Plus, your plants will thank you for keeping them healthy and giving them room to spread.

Warm regards,

[signature]

## ***Email 4***

**Subject line:** Houseplants that thrive in every home

Hello {First Name},

Looking for new houseplant options? Some species are more resilient than others. If you're still struggling to develop your green thumb, check out these 7 indestructible houseplants

**Pothos:** thrives even in low-light conditions

**Philodendron:** propagates quickly and grows well even in the shade

**ZZ plant:** grows fast and resists drought thanks to its waxy leaves

**Snake plant:** attractive, resilient, and excellent for air filtration

**Dracaena:** thrives in shade and doesn't need a lot of watering

**Aloe vera:** needs a lot of light but little watering, and is famous for its healing properties

**Spider plant:** propagates easily and loves the shade

For the species above that enjoy water, growing your houseplants in water is an excellent way to keep them hydrated while keeping pests and fungi at bay. Try an aqua lamp for a luminous, easy-to-use hydroponics setup.

Warm regards,

[signature]

## ***Email 5***

**Subject line:** An extraordinary new way to keep houseplants

Hello {First Name},

In our past few emails, we've been talking about

Our Aqua Lamp is the perfect way to get started with hydroponics for your houseplants. Immerse the root ball in water that supplies continual nutrients and hydration. You won't need to worry about soil dryness or pest/fungal invasion. The Aqua Lamp also provides illumination to both nourish the plant and bring natural beauty to your home.

The kit comes with our Expert Plant Cloning Guide, a gorgeous Devil's Ivy plant, and insurance as well!

It's Australia's only living, breathing lamp ... and it can be yours for 50% OFF. Click below to purchase your very own Aqua Lamp and discover the magic of growing houseplants in water.

Purchase the Aqua Lamp

We hope you find your houseplants flourishing as they bring joy and wellness to your home. Please feel free to reach out with any questions.

Warm regards,

[signature]