

# Examples of BTS email campaigns

BTS campaign

September Issue Out Now  
The new school term has started  
*Are you sorted?*

OUT NOW

Get the best out of school for your child!  
Plus great discounts from our advertisers.

Topics in the current issue include:

**SCROOGE**  
WHICH TYPE OF SHOPPER ARE YOU?  
Which type of shopper are you?  
Find out in our fun quiz  
[Read it here...](#)

PLUS:

LOOKING OUTSIDE OF THE LUNCH BOX  
SHAKY STARTS

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PRODUCT RECOMMENDATION

10% OFF!

10% off for families with children

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Bupa

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Advertiser campaign

PRODUCT RECOMMENDATION

F&C Investments

GIVE YOUR CHILDREN A HEAD START TODAY!

Download your **FREE** 'Investing for Children for Dummies' guide

Find out all you need to know:

- Why investing for children is so important, and how to make it affordable
- How to get time on your side by starting early
- Get to grips with the investment basics
- Understand your saving-for-children options

Plus much, much more...

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