

## Coast Email Campaigns

### Launch Email

Subject Line Options: (Can also be used in opening image to mix up the image copy)

- Your Coast Fleet Card is now waiting
- Ready for a fair and convenient fleet card?
- Ready for a fair and easy fleet card?
- The wait is over – Coast Fleet Cards are here
- Ready for a better fleet card?
- The Coast Fleet Card is here
- Meet your new fleet and fuel card
- Announcing the Launch of Coast Cards
- The wait is over – the Coast Fleet Card is here
- Announcing the Launch of the Coast Fleet Card
- Coast Fleet Card vs. the others
- A better fleet and fuel card is here...

Ready for a better fleet card? Coast Cards are Here! (Opening image)

**APPLY NOW**

Control your fuel costs with the fair and convenient fleet card (Subheader under Image)

Managing a fleet can be a headache. At Coast, we believe it shouldn't be. Coast's universally accepted Visa card was created with easy-to-use technology specifically built for fleet-based businesses.

- **Control:** Limit spend, reduce fraud and abuse. You set the rules.
- **Convenience:** Accepted anywhere Visa is accepted. Gas purchases – on your terms.
- **Savings:** Simple fee and fuel rebate structure. [No hidden fees](#) – really, none, nada, zilch.
- **Simplicity:** Expense management made easy – for drivers and managers
- **Security:** No personal guarantee, no impact on your personal credit score.

We are building smarter technology so you can spend less time managing your fleet and more time growing your business.

**BUTTON – APPLY NOW**

Qualify in minutes with no personal guarantee, no credit score impact.

**Nurture Drip Emails (after application started)**

## Subject Line Options (Can also be used as alternatives to copy in opening images / headlines)

- Your Coast fleet card is waiting
- Ready for a fair and convenient feet card?
- You are steps away from a better fleet card
- Tired of hidden fees with your fleet card?
- Just a few more steps to save on fuel
- A better fleet and fuel card is waiting for you
- It's time for a better fleet and fuel card...
- Oops...don't miss your chance for a better fuel card
- Oops...don't miss your chance for more fuel savings
- Yikes, you forgot to finish your Coast application

### Drip Email Option #1

Control your fleet and fuel expenses (Opening image)

**BUTTON – COMPLETE YOUR APPLICATION**

Smarter technology that works for your business (Subheader)

Coast's **universally accepted Visa card** uses technology built from the ground up specifically for fleet-based businesses. With Coast, you can have it all - convenience, control, and low fees.

Limit purchases. Set spend rules for each driver and vehicle. See line item detail on every charge. Track miles per gallon. With Coast – it's easy to manage expenses.

Have questions? Connect with our team to get answers.

**BUTTON – SCHEDULE A CALL**

Qualify in minutes with no personal guarantee, no credit score impact.

### Drip Email Option #2

Fleet and fuel payments made easy (Opening image)

**BUTTON – COMPLETE YOUR APPLICATION**

You are steps away from the fair and convenient fleet card (Subheader)

With most fuel cards, there's a trade-off between convenience and cost. If you want to use any gas station, you pay more. But, not with Coast.

*[3 Horizontal Cells]*

*(ICON)*

*Universally accepted*

Your drivers can fill up at the least expensive, most convenient station.

*(ICON)*

**NO hidden fees**

[Simple per card fee structure](#), no administrative or transaction fees, and no gotchas.

*(ICON)*

**Flexible and Simple**

Advanced controls and tracking for managers. Simple to use for drivers – no PINs.

Stop overpaying for your fleet card.

**BUTTON – COMPLETE YOUR APPLICATION**

Qualify in minutes with no personal guarantee, no credit score impact.

**Drip Email Option #2a**

Fleet and fuel payments made easy (Opening image)

**BUTTON – COMPLETE YOUR APPLICATION**

You are steps away from the fair and convenient fleet card (Subheader)

With most fuel cards, there's a trade-off between convenience and cost. If you want to use any gas station, you pay more. But, not with Coast. Coast is a *universally accepted Visa card* with [NO hidden fees](#) and no personal guarantee.

Stop overpaying for your fleet card. Enjoy a simple fee structure and universal rebates.

**BUTTON – COMPLETE YOUR APPLICATION**

Have questions? [Schedule a call](#) with our team to get answers.

Qualify in minutes with no personal guarantee, no credit score impact.

*\*Welcome offer requires \$1000 fuel spend in first three months*

### **Drip Email Option #3**

Finally – an easy way to save on fuel (Opening image)

**BUTTON – COMPLETE YOUR APPLICATION**

Can you easily track and control your fleet expenses? (Subheader)

With Coast, you can have it all - convenience, control, and low fees.

### **Control Spending**

Set limits to control abuse. Instant spend notifications. You set the rules - by driver or by vehicle so you are always in control.

### **Easy Expense Management**

Simple reporting and dashboards. No receipts or manual processes. Software built for the fleet industry that's easy for drivers and managers to use.

### **Universal Convenience**

Use at any gas station. Authorize purchases in seconds. Do it all with a simple fee structure and universal rebates - no exclusions.

Sound too good to be true? It's not!

You are steps away from the universally accepted, fair, and convenient fleet card.

**BUTTON – SCHEDULE A CALL**

Qualify in minutes with no personal guarantee, no credit score impact.

### **Feedback:**

- *Would like every other email to come from the sales person as a*

#### **Drip Email Option #4**

##### **Subject Line: 5 Reasons You Need a Fleet Card**

If you are tired of manually reconciling fuel expenses and not knowing what your drivers are spending at the gas station, you need a fleet card.

With a Coast Fleet Card, you can have it all - convenience, control, and low fees.

**BUTTON – APPLY NOW**

1. Reduce fraud and employee misuse
2. Control expenses - you set the rules
3. Use at ANY gas station
4. No hidden fees and universal rebates
5. No personal guarantee

Have questions? Connect with our team to get answers.

**BUTTON – SCHEDULE CALL**

#### **Drip Email Option #4b**

##### **Subject Line: 5 Reasons You Need a NEW Fleet Card**

If your drivers are tired of wasting time finding the “right” gas station and you are tired of additional fees, you need the Coast Fleet Card.

With most fuel cards, there’s a trade-off between convenience and cost. But, not with Coast.

**BUTTON – APPLY NOW**

1. Universally accepted VISA card
2. No hidden fees and universal rebates
3. No PINS or complicated processes for drivers
4. Simple reports and dashboards
5. No personal guarantee

Stop overpaying for your fleet card. Manage your fuel and fleet expenses with ease.

**BUTTON – APPLY NOW**

#### **Drip Email Option #5 (Old World, New World)**

**Subject Line Options:**

- Fuel cards are changing
- The rules for fuel cards are changing
- Managing gas expense should be easy
- Tracking fuel expenses just got easier

### **OPENING IMAGE - Managing fuel expenses should be easy**

We live in a world where buying gas should be simple, so why are your drivers still running around town searching for the “right” gas station?

**BUTTON – APPLY NOW**

Managing fleet expenses can be burdensome, but not for businesses with a Coast Fuel Card. (Subheader)

*[3 Horizontal Cells]*

*(ICON)*

*Universally accepted*

Your drivers can fill up at the least expensive, most convenient station.

*(ICON)*

**NO hidden fees**

[Simple per card fee structure](#), no administrative or transaction fees, and no gotchas.

*(ICON)*

**Flexible and Simple**

Advanced controls and tracking for managers. Simple to use for drivers – no PINs.

Coast is building smarter technology so you can spend less time managing your fleet and more time growing your business.

**BUTTON – APPLY NOW**

Qualify in minutes with no personal guarantee, no credit score impact.

### **Drip Email Option #5 b (Old World, New World)**

**Subject Line Options:**

- Fuel cards are changing
- The rules for fuel cards are changing
- Managing gas expense should be easy
- Tracking fuel expenses just got easier

## **OPENING IMAGE - Managing gas expenses should be easy**

We live in a world where information is always at your fingertips and prices should be transparent, so why are you still paying hidden fees for your fuel card?

**BUTTON – APPLY NOW**

Managing fleet expenses can be burdensome, but not for businesses with a Coast Fuel Card. (Subheader)

### **Control Spending**

Set limits to control abuse. Instant spend notifications. You set the rules - by driver or by vehicle so you are always in control.

### **NO hidden fees**

[Simple per card fee structure](#), no administrative or transaction fees, and no gotchas.

### **Universal Convenience**

Use at any gas station. No PINs. Universal rebates - no exclusions.

Stop overpaying for your fleet card. Manage your fuel and fleet expenses with ease.

**BUTTON – APPLY NOW**