

Buyback Marketing Student Email Templates

Email #1

Subject line: Get paid for your textbooks!

Headline: Sell your books back for cash!

Get paid for your textbooks by selling them during our buyback event DATE from TIME to TIME. We buy all books, whether you purchased them from us originally or bought from another source. Just be sure they are not rentals!

Insert a paragraph outlining campus COVID guidelines if applicable. Here are a few considerations:

- Mask mandate
- In store traffic patterns
- Event capacity restrictions

If you are able to segment to seniors only, insert this paragraph into the email:

We also have commemorative mortar boards and tassels, a variety of alumni gear and diploma frames available in store. Celebrate your milestone and amazing accomplishment! We can't wait to welcome you to the alumni family!

Email #2 - Reminder

Subject line: We'll buy your books back for cash!

Headline: Remember to mark your calendar for our buyback event!

Get paid for your textbooks by selling them during our buyback event DATE from TIME to TIME. We buy all books, whether you purchased them from us originally or bought from another source. Just be sure they are not rentals!

Insert a paragraph outlining campus COVID guidelines if applicable. Here are a few considerations:

- Mask mandate
- In store traffic patterns
- Event capacity restrictions

If you are able to segment to seniors only, insert this paragraph:

Seniors, don't forget to buy your mortar board and tassel, official alumni gear or a diploma frame online while you're in store. Share your photo on our social channels using (insert alumni hashtag).