Email and SMS Sequences for ReFresh by KBF

Note: I wrote this lifecycle marketing sequence in 2024 for a bathroom renovation company that wanted to hit shoppers at each level in their funnel - even those who had already booked. The client loved this outreach and used it for well over a year as it had 5 percent conversions with a short lead time, (around 2 months).

PRIMARY CTA: ReFresh my Shower

SECONDARY CTA: See more

HOMEPAGE LIFECYCLE:

- ❏ Product Aware - Aware of products in your field but not yours in particular

KEY

Blue - to be hyperlinked
Yellow - to be edited/added by client
Green - image/element insert added during funnel set-up

Welcome Email

<< EMAIL START >>

Subject 1: Ready for a ReFresh?
Subject 2: [NAME], you deserve a ReFresh
Subject 3: Welcome to ReFresh!

Hi [FIRSTNAME],

I want to welcome you to ReFresh, an incredible shower remodel business committed to giving you a beautiful bathroom.

Here's a small taste of what ReFresh can do for you and your home.

- Transform an outdated shower into the stunning, spa-like space of your dreams
- Complete your ReFresh in one to three days
- Send you helpful tips, inspiring stories, and offers exclusively for you!

Want all of that and more? Make sure you add ReFresh to your contacts so you never miss a great deal or insider tip.

Ready to update your shower? Click the button to get a free quote:

[REFRESH MY SHOWER]

Talk soon,

[SIGNATURE]

Incomplete Product Selection Email #1

<< EMAIL START >>

Subject 1: Don't miss out on your dream shower
Subject 2: Did you forget...
Subject 3: What happened?

Hey [FIRSTNAME],

I noticed you didn't complete your survey on our website. No problem, you can finish it right here:

[GO BACK TO YOUR SURVEY]

At ReFresh, we value your opinion because it helps us give you the best service possible. We want you to have an updated, relaxing shower to wash your day away and feel incredible.

Transport yourself with a simple trip to your bathroom with ReFresh today. After you finish your survey, make sure to tell us what we can do for you and your home

Talk soon,

[SIGNATURE]

Incomplete Product Selection Email #2

<< EMAIL START >>

Subject 1: We're here to help you upgrade your shower
Subject 2: Imagine, a new shower in three days
Subject 3: {NAME}, we want to answer your questions

Hi [FIRSTNAME],

I noticed you still haven't finished your survey. It occurred to me that you might have some questions about shower renovations and I wanted to help.

Shower renovations might look intimidating, but at ReFresh, we work hard to keep your experience stress-free.

Why are shower updates important?
Does your shower feel tiny and unsafe? Updates make your bathroom safer and more spacious. It also helps your bathroom look incredible and fit your style. Plus, it improves the value of your home, so if you ever sell, you can get up to a 67% return on your investment.

What can I get in a shower remodel from ReFresh?
All of ReFresh customers choose from Moen and Dekton fixtures and walls. Their stunning products and our dedicated team transform your bathroom into a stunning oasis.

How long will my shower remodel project take?
I can't speak for other companies, but at ReFresh, we keep our process down to a science. It's simple:

1. You pick your products so we know what kind of aesthetic you want.
2. Get an in-home visit from one of our shower professionals
3. Prepare for your installation; our team takes one to three days, then...
4. Enjoy your new shower!

Talk soon,
[SIGNATURE]

P.S. We would love to know more about your situation. Be sure to finish your customer survey here.

Incomplete Product Selection Email #3

<< EMAIL START >>

Subject 1: Take the first step towards your dream shower
Subject 2: Grab this offer
Subject 3: Don't miss out,{NAME}

Hi [FIRSTNAME],

Today is your chance to grab a limited time offer from ReFresh. You can get a [OFFER] right now, but only if you finish your customer before midnight tonight.

Why are we doing this?

Because we value you more than anything. Without you, we're just a warehouse full of parts. Once you come into the picture, we get to do what we love; transform your home and bring you something special.

Ready to grab this deal? Click here to complete your form and get your [OFFER].

We can't wait to give you the shower of your dreams.

Talk soon,
[SIGNATURE]

Post-Selection Follow-Up:

EMAIL #1 (1 day after survey completion)

<< EMAIL START >>

Subject 1: Congrats on designing your dream shower
Subject 2: Did you forget something?
Subject 3: Our team is ready and waiting

Hi [FIRSTNAME],

Thank you so much for checking out our design tool and finding the best look for your shower. We love what you came up with and hope we can create this personalized oasis for you.

Next, we need you to schedule an in-home consultation with one of our professionals. This helps us make sure we have everything you need and let you know how fast we can get your shower ReFresh complete.

You don't want to miss out on this opportunity to speak with one of our shower professionals. Your professional can answer any questions, tell you about any potential for a larger shower, and considerations for safety.

PLUS an updated shower can increase the value of your home exponentially. In fact, most people who invest in a new bathroom see a 70 percent return on their money.

All we need is a $250 security deposit and an appointment to help you get started.

Click here to get on our calendar and start changing your bathroom into your favorite place.

Talk soon,
[SIGNATURE]

EMAIL #2 (3 days after survey completion)

<< EMAIL START >>

Subject 1: See the ReFresh by KBF difference
Subject 2: Check out these renovations
Subject 3: A new shower is simple

Hi [FIRSTNAME].

I noticed you don't have a home visit scheduled yet and I wanted to show you why I'm so hopeful that you make the decision to get a new shower with ReFresh.

First, a little bragging on our end. ReFresh by KBF goes beyond effective, fast installation. We create fall-down-stunning spaces right inside your home.

Take a look:

[IMAGE] [IMAGE] [IMAGE] [IMAGE]

Second, I want to tell you why ReFresh by KBF stands above the crowd:

- You get a quick installation within three days
- Our team installs solderless fittings for your safety
- Your shower comes with a Schluter waterproofing system so your shower works perfectly
- You pick your fixtures from our partners Dekton and Moen
- When you hire us, you work with a local, family-owned business and you get all services personalized to you

Most importantly, everyone here at ReFresh puts your peace of mind first. We want you to love your experience as much as you love your new shower.

Are you ready to ReFresh your space? It's as simple as getting an appointment. Click here to get started.

Talk soon,
[SIGNATURE]

EMAIL #3 (7 days after survey completion)

<< EMAIL START >>

Subject 1: Your questions about shower renovations, answered
Subject 2: Your questions are important
Subject 3: Answers to your questions

Hi [FIRSTNAME].

At ReFresh, we get a lot of great questions from our clients. They care about their homes and they want to make smart decisions, so I take these concerns seriously.

Here are some of the most common questions that come across my desk:

What's the ReFresh process?
We keep it simple. You answer a few quick questions about your home, then pick and choose from our Moen and Dekton fixtures to design a digital version of your shower. Then, you schedule an in-home visit. Your ReFresh professional needs to see your bathroom in person to give you the best service possible. We schedule your ReFresh and voila! Your bathroom transformation is complete.

Why do I need to update my shower?
When people think about updating, they tend to turn to their kitchens first. But, bathrooms need love, too. Imagine if your bathroom felt more like your favorite spa. It could be your own little escape from the world, all thanks to a quick, easy update.

What if my renovation takes too long?
We understand that other companies promise fast service and then don't deliver. That's why we created a proprietary process that helps us get in, get it done, and get out without wasting any of your precious time. We renovate your shower in three days or less, no exceptions.

If all of that sounds good to you, click the button below.

[ReFRESH MY SHOWER]

Talk soon,
[SIGNATURE]

EMAIL #4 (14 days after survey completion)

<< EMAIL START >>

Subject 1: Special offer: Schedule your in-home visit now
Subject 2: {NAME}, we have an amazing offer for you
Subject 3: Grab this ReFresh deal

Hi [FIRSTNAME].

I wanted to let you know that we have a limited-time offer right now for new customers. Check it out:

[OFFER]

This deal won't last long and it's only available to new customers like you, so act fast. Click the buttom below to get your [OFFER] today.

[BOOK MY IN-HOME VISIT]

Talk soon,
[SIGNATURE]

In-Home Visit Confirmation:

EMAIL #1 (Immediately after booking)

<< EMAIL START >>

Subject 1: Your in-home visit is confirmed
Subject 2: Get ready to ReFresh
Subject 3: Your booking confirmation

Hi [FIRSTNAME],

Your ReFresh is booked! Please take a moment to look over your details and make sure we have all the right information. If you see anything concerning, just reply to this email and let us know.

Your ReFresh is booked for: [TIME] on [DATE] at [ADDRESS].

Please make sure you have someone at home to meet with your ReFresh professional, any necessary information about the structure, age, or restrictions that apply to your building, and your questions.

Thank you so much for putting your trust in ReFresh. We look forward to working with you and making you the shower of your dreams!

Talk soon,
[SIGNATURE]

EMAIL #2 (2 days before the in-home visit)

<< EMAIL START >>

Subject 1: Getting ready for your ReFresh in-home visit
Subject 2: Don't forget
Subject 3: See you in two days

Hi [FIRSTNAME],

Your ReFresh in-home visit happens in two days. Make sure you mark your calendar and have your questions ready for your ReFresh professional

Your ReFresh is booked for: [TIME] on [DATE] at [ADDRESS].

What happens during your visit?

One of our seasoned professionals will take extensive measurements of your bathroom and shower, check your fixtures, and talk to you about what you want and why. This is also your chance to ask any questions you have about your renovation, so don't hold back.

In the meantime, feel free to email us and let us know what you're dreaming up for your ReFresh.

Talk soon,
[SIGNATURE]

EMAIL #3 (Day of the in-home visit)

<< EMAIL START >>

Subject 1: Your In-Home Visit with ReFresh is today!
Subject 2: We're on our way
Subject 3: Today is the day!

Hi [FIRSTNAME],

Your ReFresh in-home visit is today. Please make sure you're home at [TIME] so you and your ReFresh professional [NAME] don't miss each other.

We are so excited to get you started on your ReFresh journey. A beautiful bathroom is something you can enjoy for years to come, so get excited!

See you soon,
[SIGNATURE]

<< SMS START >>

Hey {NAME}, don't forget that ReFresh professional [NAME] has a visit schedule at your home today at {TIME}. This is your first step to a gorgeous new shower and we can't wait to get started. See you soon!

Nurture Email Series to engage homeowners and potential customers

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EMAIL #1: Insider tips for maintaining your shower

<< EMAIL START >>

Subject 1: Here are your insider tips
Subject 2: Maintain your shower like a pro
Subject 3: Insider tips for maintaining your shower

Hi [FIRSTNAME],

Your new shower can feel incredible for years to come with the right care. Here are some tips from the pros at ReFresh to help maintain your new favorite place in your home.

- Keep a soft towel near your shower and use it to wipe down all your wet surfaces. That prevents hard water buildup and unsightly spots.
- Make your glass shower door sparkle by mixing baking soda and water into a paste. Use it to scrub the glass with a non-abrasive sponge, then pour white vinegar down the glass to rinse.
- For shower doors with a protective coating, wipe down the door with a soft, clean sponge dipped in white vinegar. Rinse with clean water.
- Clean the tracks for sliding shower doors with an old toothbrush and a paste of one tablespoon of lemon juice and two tablespoons of salt.
- Spray lemon juice on your floor and wall tiles. Leave it on the tiles for about two hours, then wipe it off with a soft cloth. Be sure to rinse the tiles afterward to take off any residual lemon juice.
- Here's how to clean your drain:

- Get rubber gloves, a thin wire hanger or drain snake, a bucket of warm water, baking soda and distilled vinegar
- Wear your gloves, take off the drain cover, and clean out any debris at the top of the drain
- Push your wire hanger or snake drain down into the drain, winding it in a circle as you go. Then slowly pull it up to remove any hair or objects in your drain. Put anything you pull out in the garbage.
- Repeat if necessary
- Add one tablespoon of baking soda to the drain and gently pour the vinegar down after it. You should hear the two fizzing together down in your drain as they eat up any tiny blockages.
- Wait 30 to 40 minutes, then pour down half a bucket of warm water to rinse the solution from the drain. Replace the cover and you're done.

[SIGNATURE]

P.S. We want your shower to look great all the time. That's why we offer a shower ReFresh to homeowners like you. Are you ready to turn your home shower into your favorite spa? Click below to see how we make it happen.

[ReFRESH MY SHOWER]

EMAIL #2: Inspiring shower renovation stories

<< EMAIL START >>

Subject 1: Check out these amazing shower ReFreshes
Subject 2: These bathrooms went from drab to fab
Subject 3: Get inspired with these shower renovation stories

Hey [FIRSTNAME],

Here at ReFresh, I get to see incredible transformations happen every day, but most people only see their shower renovation.

So I wanted to share these three incredible shower renovations with you. Take a look:

[TRANSFORMATION] [TRANSFORMATION] [TRANSFORMATION]

Are you ready to transform your shower and turn it into an oasis? Click below to get started.

[ReFRESH MY SHOWER]

Talk soon,

[SIGNATURE]

EMAIL #3: Latest trends in shower design

<< EMAIL START >>

Subject 1: See the latest trends in shower design
Subject 2: Which style do you want?
Subject 3: Pick your favorite shower

Hi [FIRSTNAME],

I love interior design and I'm willing to bet you like a gorgeous space, too. That's why I wanted to share some of my new favorite shower trends with you today.

Let's get into it.

First, shower walls. Natural colors and textures help showers look modern without being too trendy. Stone and dark minimalist marble are favorites with our clients as they bring a sophisticated and cool vibe to the room.

Then we have sleek, minimalist fixtures to keep that simple yet stunning vibe humming. I see a lot of showerheads and handles with nuanced designs rather than big, bold choices. That keeps them timeless and easy to maintain; two things I love in my shower.

Finally, a cohesive and functional design that brings a peaceful, calm feel to the room guides our clients' choices from beginning to end.

What about you? What designs do you love to see in your home? Click the link below to see if our products fit your dream design.

[ReFRESH MY SHOWER]

Talk soon,
[SIGNATURE]

EMAIL #5: Common mistakes to avoid in shower renovations

<< EMAIL START >>

Subject 1: Avoid these common mistakes
Subject 2: Sometimes shower renovations go south
Subject 3: ReFresh would never...

Hi [FIRSTNAME],

Did you know that plenty of people offer to do a shower renovation, but only a select few actually have the skills to make it happen?

It's an unfortunate reality of our profession; lots of flash-in-the-pan companies insist they can work with showers, only to waste your time and money. Worse, they ruin your personal space.

What goes wrong? Well...

1. There's no plan - Let me tell you something about bathrooms; they're the world's most difficult puzzles. All the surfaces and fixtures require more than a pro, they need a specific order, or else the whole space falls apart. When I see renovators insist they don't need a plan, I start to sweat.
2. Ventilation gets overlooked - You would think ventilation in a bathroom would take high priority, but it's often forgotten or handled poorly. The result? You have a moldy, dusty, and very unpleasant bathroom on your hands.
3. Too many tiling styles - Tiles are a ton of fun and I completely understand when a client wants more than one style. Once all those colors and shapes take over the walls and floors, everyone steps back and sees... a great big mess. And they have to start all over again.
4. Bad drainage - If your shower can't drain properly and quickly you can get used to having a big, moldy mess in the one room you want to see sparkle at all times. Any professional who works in your bathroom needs to know how to optimize your draining to keep your space clear and functional.
5. Cheap finishes - The finish on your bathroom surfaces decides how well your space stands up to rust, corrosion, and wear and tear. If your renovator skimps on the finish, your new bathroom will start to look old in no time.

I have to be honest with you about the biggest mistake most people make; they decide to do it alone. Now, I'm not disparaging your ability to learn how to do shower renovation, but unless you have extensive experience with bathrooms, you're in for a tough ride.

How do I know? It's because I talk to would-be renovators every day when they come into ask us to fix their mistakes. Those corrections cost them a lot of money they could have put into a different part of their house to make their property even better.

Of course, we're happy to help and show homeowners where they went wrong, but we would love to have you contact us before you start a big project like this. We work hard to give you the shower you want in three days or less.

Ready to hear more about what we can do for you and your shower? Click the button below to do a mockup of your new shower today.

[ReFRESH MY SHOWER]

Talk soon,
[SIGNATURE]

EMAIL #6: FAQs: Your shower renovation questions answered

<< EMAIL START >>

Subject 1: FAQs: Your shower renovation questions answered
Subject 2: Your questions answered

Hi [FIRSTNAME],

We get a lot of great questions from our clients. They want to know our process, who we are, and why we do what we do. Today I have some of the most common questions I hear about ReFresh by KBF for you.

1. **What is ReFresh by KBF?**
   We are a shower renovation company that helps homeowners transform their outdated showers into the beautiful, spa-like showers they've always wanted.

2. **Is ReFresh in my area?**
   We live and work in Arlington, VA right on Cherry Lane.

3. **What makes ReFresh different from other renovation companies?**
   While other renovators offer a complete bathroom makeover, we offer a quick shower-only update. That means we can work faster and make a big change with only a small part of your part of your space.

4. **What does my home need to qualify for a ReFResh?**
   You qualify for a ReFresh if you own a home built after 1980, your bathroom has PVC drains, copper water supplies, and drywall.
5. **Can you convert my tub to a shower?**
   We do quick and easy conversions to help you update your bathroom. Your old tub can be a spacious, walk-in shower in three days or less.

6. **Can you replace my shower?**

Yes, absolutely. We do complete shower replacements in our standard three days so you can enjoy it in no time.

7. **What design options do you have?**

We partner with Dekton and Moen, two industry leaders in stunning, modern shower designs. You can pick from our vast selection of designs until you find the perfect combination for your dream shower.

Have more questions? Reply to this email and tell me what's on your mind. I love to hear from you.

Talk soon,

[SIGNATURE]

EMAIL #7: The benefits of a spa-like shower

<< EMAIL START >>

Subject 1: The benefits of a spa-like shower
Subject 2: [FIRSTNAME], imagine your bathroom as a spa
Subject 3: Are you ready to ReFresh?

Hi [FIRSTNAME],

Do you know that bathrooms can add a lot of value to a house? Most people who upgrade their bathrooms, even just the shower, can see a huge jump in value when it's time to sell their home. Many homeowners get a 70 percent ROI thanks to a quick and easy renovation.

Want to know what else a stunning shower can do for you?

- Your gorgeous shower gives you a place to relax and wash away your stress
- The new, improved space makes you feel better every time you step inside
- A renovation is a great way to update your fixtures and use safer textures on the floor
- You feel better, look better, and enjoy your home even more all thanks to this one small change

You can have all of this and more with a three-day ReFresh. Click the button below to see what we can do for you and your home now.

[ReFRESH MY SHOWER]

Talk soon,

[SIGNATURE]

EMAIL #8: Product highlight

<< EMAIL START >>

Subject 1: You have to see this
Subject 2: [FIRSTNAME], this could be yours
Subject 3: I had to share this with you

Hi [FIRSTNAME],

At ReFresh, we work with some of the most beautiful products from Dekton and Moen. I see gorgeous options every day and I want to show you a couple of my favorites.

[IMAGE of Dekton Slab Wall]

I LOVE these Dekton slabs for shower walls. No more cleaning the shower grout, just a sleek, flat surface that looks straight out of a luxury hotel. The soft gray goes with almost everything, so you can accent it however you like.

[IMAGE of MOEN DARTMOOR FIXTURES]

These Moen fixtures from the Dartmoor collection also count among my favorites. I like how they take simplicity to the next level. They're not boring or over the top. They're familiar and updated at the same time. I prefer them and I've noticed my clients do, too.

We would love to help you make the most of your favorite designs with your own ReFresh. Click the button to get started.

[ReFRESH MY SHOWER]

Talk soon,

[SIGNATURE]