

Drip Campaign – Sign-up for Free Trial

1. Welcome Email – Option 1 (3 point method - <http://blog.getvero.com/1-2-3-method/>)

Welcome to trakaxPC 5 – Try it free for 14 days!

Hi,

I'm Catriona and welcome to trakAxPC 5. I just wanted to say thanks for signing-up and to let you know we're here to answer all of your questions.

Our goal is to help all our users create great videos. With this in mind, we've have been focusing really hard on 3 key areas:

- Software – Creating the best possible software to allow you to create fun and exciting videos
- Resources – Provide handy and practical information through our blog and resources for Small Business and Education
- Support – We're here to help! Everyone may need a helping hand now and again.

We hope you will get a chance to check out how trakaxPC works. A great place to learn some basics is to view our quick guide tutorial on [how to create a video](#). (*Could show actual video?*)

[Learn How To Create A Video](#)

If you have any questions or need any help, please do not hesitate to contact me personally or one of our support team at trakax@gmail.com . You can also follow us on Twitter at [@trakax](#).

Many thanks,

Catriona
CEO

Keep In Touch With Us
(Social Media Icons)

...

You're receiving this email because you signed up for a free trial of trakAxPC 5. Thank you.

[Click here to Unsubscribe](#)

1. Welcome Email - Option 2 (simple)

Welcome to trakaxPC 5 – Try it free for 14 days!.

Hi,

I'm Catriona and welcome to trakAxPC 5. I just wanted to say thanks for signing-up and to let you know we're here to answer all of your questions.

Hopefully you've already had a chance to check out how trakaxPC works. If not, a great place to start is our video tutorial "[Quick Guide – How To Create A Video](#)". *(Could show actual video?)*

Our goal is to help all our user create great videos, so if you have any questions or feedback, please do not hesitate to contact me personally or one of our support team at trakax@gmail.com. You can also follow us on Twitter at @trakax.

Many thanks,

Catriona
CEO

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2. Day 2/3 Email 2 – Support Email

trakaxPC Support Team – Can I help in anyway?

Hi,

I'm Cormac, head of Customer Satisfaction here at trakax. I know that it can be tough when starting to learn a new skill, especially when you're busy and don't know where to begin.

I am here to help you every step of the way, so if you run into any difficulties or have any questions, please feel to contact me at any time and I'll respond to you directly.

We have tried our best to make trakAxPC 5 as user-friendly and easy to use as possible and we want to make sure you have the resources and support you need to meet your video editing goals.

We have created some "Getting Started" tutorials to help you begin editing and producing great videos.

[Getting Started](#)

I hope these help and I look forward to hearing from you.

Cormac

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3. Day 8. Email 3 - Blog/Resource Email – Option 1

trakAxPC 5 - Resources to help make better videos.

Hi.....,

I hope you have been enjoying your free trial so far.

We have created some really helpful blog posts for our users which provide some useful tips and tricks on recording, editing and producing quality videos for all type of scenarios. To view our blog and other handy resources, simply click on the button below.



If you have any questions or need any help, just reply to this email and I will get right back to you.

Many thanks,

Cormac

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3. Day 8. Email 3 - Blog/Resource Email – Option 2

trakAxPC 5 - Resources to help you make better videos.

Hi

We hope you have been enjoying your free trial so far.

This is a friendly reminder that your free trial will be ending in 6 days.

Sometimes we all need a bit of inspiration. A great place to start is to see how others are using trakAxPC and the type of videos they can create with it.

- [See how home users and hobbyists are using trakAxPC \(link\)](#)
- [See how GoPro users are using trakAxPC \(link\)](#)
- [See how Small Businesses are using trakAxPC \(link\)](#)
- [See how Educational facilities are using trakAxPC \(link\)](#)

If you have any questions about how to use trakAxPC or need any help, just hit reply to this email. We're dedicated to offering you amazing support and we're happy to help you get started.

Have a great day,

Cormac

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4. Day 13. Email 4 - Expire

trakAxPC 5 Free Trial Is About To End

Hi....,

Unfortunately your free trial is about to end and you will no longer be able to access the editing features of trakAxPC.

However, all is not lost. You can simply upgrade to the Pro version for only \$25. That's all it costs, no extra charges or hidden fees.

To upgrade from the trial to the full version, simply click "Upgrade Now"

[Upgrade Now](#)

If you are interested in mobile editing, our new Android app "trakax" is now available on the Google Play Store. You can download it Free here - we think it's a pretty cool and exciting way to create original videos on your phone or tablet.

If you have questions or need any help, please just drop me a line.

Have a great day,

Cormac

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User Purchase Drip Campaign.

1. Thank You Email

Thank you for buying trakAxPC 5

Hi...,

I'm just writing to say thank you so much for buying trakAxPC 5. We hope you enjoy the application and will find it useful and easy to use.

If you have any questions on the software, require assistance or simply want to share your thoughts and creations, please do not hesitate to contact me personally at this email address, on [Facebook](#), on [Twitter](#) or check out our [Support](#) area.

We have tried our best to make trakAxPC 5 as user-friendly and easy to use as possible and we want to make sure you have the resources and support you need to meet your video editing goals.

We have created some "Getting Started" tutorials to help you take your first steps in editing your videos.

Getting Started

Also, if you are interested in mobile editing, our new Android app "trakax" is now available on the Google Play Store. You can download it [Free here](#) - we think it's a pretty cool and exciting way to create original videos on your phone or tablet.

Thanks for the Support.

Catriona Barry
CEO

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You're receiving this email because you signed up and purchased trakAxPC 5. Thank you.

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2. Email 2 - Follow Up Purchasing

trakAxPC 5 - Resources to help you make better videos.

Hi,

I hope you are well and enjoying using trakAxPC 5.

Our goal is to help you create better videos for whatever project you are working. And sometimes we need a little inspiration. Below, we have provided some resources which you find useful and shows the types of videos they can created with trakaxPC.

- [See how home users and hobbyists are using trakAxPC \(link\)](#)
- [See how GoPro users are using trakAxPC \(link\)](#)
- [See how Small Businesses are using trakAxPC \(link\)](#)
- [See how Educational facilities are using trakAxPC \(link\)](#)

If you have any questions or need any help, just reply to this email and I will get right back to you.

Have a great day,

Cormac

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trakaxPC Previous Users

trakAxPC 5 Launch – Option 1

With trakAxPC 5 Creating Quality Videos Just Got (Easier / Better).

(Picture or Video New of Features)

We know it's been awhile but we wanted to let you know that the new version of trakAxPC is ready to download.

In this upgrade, we have added tons of exciting new features and effects like Green Screen, Cropping, Panning and Zooming and much more. We have also been working under the hood and optimised the software to make use of all available PC and Laptop resources for smoother editing.

We have been working really hard on this new version and want to thank everyone who was involved in testing the Beta. We really hope you enjoy using trakAxPC 5 and find the new features helpful in your video productions.

You can download the new version from the following link.

[Download trakAxPC 5](#)

If you have any questions about trakAxPC 5 or need any help, just hit reply to this email and I'll get back to you. We're dedicated to offering you amazing support and we're happy to help you get started.

Many thanks,

Catriona
CEO

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Option2 - Creating Quality Videos Just Got Easier.

(Picture or Video New of Features)

We know it's been awhile but we wanted to let you know that the new version of trakAxPC is ready to download. In this upgrade, we have added tons of exciting new features and effects like Green Screen, Cropping, Panning and Zooming and much more. We have also been working under the hood and optimised the software to make use of all available PC and Laptop resources for smoother editing. Check out some of the main new features below:

Green Screen

Basically "Green Screen" removes a background from the subject of a photo or video. This effect works best when your subject is against a solid background color.

Colour Correction

Easily control the colours and contrast of your photos and videos. Sharpen your images and videos and have sophisticated controls over the brightness.

New Effects

We have added new effects like Ken Burns and Gaussian Blur and improved old favourites like Pixelate and Hix Effect, allowing precision placement and movement.

Motion and Panning Tools

As well as being able to make basic crops, you can add a new feature called "Waypoints". This allows you to add multiple crops, movement between crops and complex pans and zooms to your videos and photos.

Video & Photo Zooming Tools

Zoom in and out of videos and photos and place them in any area of the video output screen.

Cropping

Crop videos and Photos - crop out unwanted footage and pick out areas of interest.

You can download the new version from the following link.

[Download trakAxPC 5](#)

We really hope you enjoy using trakAxPC 5 and find the new features helpful in your video productions.

If you have any questions about trakAxPC 5 or need any help, just hit reply to this email and I'll get back to you. We're dedicated to offering you amazing support and we're happy to help you get started.

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