

Invite Emails

Client - BidBird (Logistics)

Context - BidBird has a blind auction platform. A supplier can post a job, and BidBird will auto-send a relevant supplier an invitation to bid on the job.

EMAIL #1: Job bid invite (from anonymous buyer to potential bidder)

SUBJECT LINE: Someone's invited you to bid on THIS BidBird job...

EMAIL BODY:

Tweet tweet! You've got a job singing your name at BidBird—the *first* construction marketplace, at your fingertips.

Say what?

[Job Title here]

[Description here]

[Bid Deadline here]

Your New Year's bonus ---> Enter promo code **NEWYEAR** when placing your bid, and we'll waive the buyer's fee for this job. That means you'll earn 100% of your winning bid.

ENTER YOUR BID

Sincerely,

BidBird

*Psst...*all jobs on BirdBird are worth \$3500+!

Don't have a BidBird account? [Sign up](#) now and see how BirdBird works.

EMAIL #2: REMINDER - Job bid invite (from anonymous buyer to potential bidder)

SUBJECT LINE: Chirp! Your bid deadline's around the corner.

EMAIL BODY:

[Countdown timer to bid deadline here']

Hi! Just a friendly reminder from BidBird that a job is awaiting your bid.

Say what?

[Job Title here]

[Description here]

[Bid Deadline here]

And don't forget your New Year's Bonus from BidBird. Enter promo code **NEWYEAR** when placing your bid, and we'll waive the buyers fee for this job. That means you'll earn 100% of your winning bid.

ENTER YOUR BID

Sincerely,

BidBird

Don't have a BidBird account? [Sign up](#) now and see how BirdBird works.

Not interested in bidding on this job? Don't worry, this is the last chirp you'll get.