

NEW WEBSITE ANNOUNCEMENT EMAIL TEMPLATE Document

New website announcement email template is an essential tool for businesses and organizations aiming to effectively communicate their website launch to their audience. In today's digital landscape, a well-crafted announcement email can generate excitement, drive traffic, and establish a strong online presence from the outset. This article explores the key components of an effective new website announcement email template, provides practical tips for designing compelling messages, and shares examples to inspire your own campaigns.

Understanding the Importance of a New Website Announcement Email

Why Announcing Your New Website Matters

Launching a new website is a significant milestone that reflects growth, innovation, and a commitment to better serving your audience. Announcing this launch via email offers several benefits:

- Engages Your Audience: Keeps your subscribers informed and involved.
- Drives Traffic: Encourages visits to your new site, increasing exposure.
- Builds Buzz: Creates anticipation and excitement among your followers.
- Enhances Branding: Reinforces your brand identity and message.

Key Goals of the Announcement Email

Your email should aim to:

- Inform recipients about the new website.
- Highlight new features and improvements.
- Provide clear calls-to-action (CTAs) to visit the site.
- Foster a sense of community and appreciation.

Components of an Effective New Website Announcement Email Template

A successful announcement email combines visual appeal, clear messaging, and strategic layout. Below are the essential components:

1. Engaging Subject Line

The subject line is your first impression. Make it compelling and relevant to encourage opens. Examples include:

- ?Discover Our New Look! Visit Our Redesigned Website?
- ?We're Excited to Announce Our Brand-New Website!?
- ?Explore the Future of [Your Brand] with Our New Website?

2. Personal Greeting

Start with a warm, personalized greeting to establish a connection. Use the recipient's name if possible:

- ?Hi [First Name],?
- ?Dear Valued Customer,?

3. Eye-Catching Header Image or Banner

Use a visually appealing graphic that reflects your brand and highlights the new website. Consider including:

- Your logo
- A screenshot or mockup of the new homepage
- A call-to-action button overlay

4. Clear and Concise Introduction

Begin with a brief paragraph explaining the purpose of the email:

- Announce the launch
- Share your excitement
- Mention the benefits of the new website

5. Highlight Key Features and Improvements

Use bullet points or numbered lists to showcase what's new:

- Improved user interface
- Mobile responsiveness
- New features or tools
- Enhanced content and resources
- Faster loading times

6. Call-to-Action (CTA)

Encourage recipients to visit the new site with prominent buttons:

- ?Visit Our New Website?
- ?Explore the New Features?
- ?See What's New?

Ensure the CTA stands out visually and is placed strategically within the email.

7. Social Proof or Testimonials (Optional)

Including quotes or reviews can reinforce credibility and excitement:

- ?Our users love the new experience!?
- ?See what's been transformed.?

8. Additional Engagement Opportunities

Invite recipients to:

- Share feedback
- Follow your social media profiles
- Subscribe to updates

9. Closing and Sign-Off

End with a friendly closing:

- ?Thank you for being part of our journey.?
- ?We look forward to serving you better.?

Include your contact information and links to social media.

Design Tips for Your Website Launch Email

Use Responsive Design

Ensure your email looks great on all devices, including smartphones and tablets. Utilize a responsive template that adapts seamlessly.

Maintain Brand Consistency

Use your brand colors, fonts, and style to reinforce your identity. Consistency helps build trust and recognition.

Keep It Visual and Engaging

Incorporate high-quality images and graphics. Visuals help communicate your message quickly and effectively.

Prioritize Clear Calls-to-Action

Make your buttons and links stand out. Use action-oriented language like ?Explore,? ?Discover,? or ?Visit Now.?

Limit Text for Readability

Be concise. Use short paragraphs, bullet points, and headlines to improve readability.

Sample New Website Announcement Email Template

```html

**Hi [First Name],**

We're thrilled to announce the launch of our newly redesigned website! We've worked hard to create

a more user-friendly, visually appealing, and resource-rich platform to better serve you.

## What's New?

- Modern, clean design with intuitive navigation
- Mobile-responsive layout for seamless browsing on any device
- Enhanced content sections and resource downloads
- Faster load times for a smoother experience
- New features including live chat and interactive tools

Visit Our New Website

"The new website is fantastic! Easy to navigate and full of useful information." ? Happy Customer

Thank you for being part of our community. We look forward to your visit!

Best regards, Your [Company Name] Team

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## Best Practices for Sending Your Website Launch Email

### Timing is Key

Schedule your email to arrive when your audience is most likely to engage. Typically, mid-morning or early afternoon on weekdays work well.

### Segment Your Audience

Tailor your message based on recipient segments:

- Existing customers or users
- Newsletter subscribers
- Partners or stakeholders

### A/B Testing

Test different subject lines, visuals, or CTAs to determine what resonates best.

## Monitor Metrics

Track open rates, click-through rates, and conversions to measure success and optimize future campaigns.

## Conclusion

A new website announcement email template is a powerful element of your digital marketing strategy. By combining compelling visuals, clear messaging, and strategic

### New Website Announcement Email Template: An In-Depth Review and Best Practices

In the ever-evolving digital landscape, announcing a new website is a crucial milestone for brands, organizations, and entrepreneurs alike. An effective new website announcement email template serves as a vital communication tool, capturing attention, fostering engagement, and driving traffic. As businesses increasingly rely on email marketing to generate buzz around their digital presence, understanding the nuances of crafting a compelling announcement email becomes essential. This article provides a comprehensive review of the elements, strategies, and best practices involved in developing an impactful new website announcement email template, offering insights for marketers, designers, and business owners.

## Understanding the Purpose of a New Website Announcement Email

Before delving into specific templates, it's important to clarify why a well-designed announcement email is vital. Its primary goals include:

- Generating Excitement and Anticipation: Building anticipation among existing customers, partners, and prospects.
- Driving Traffic: Encouraging recipients to visit the new website to explore features, products, or services.
- Establishing Brand Identity: Reinforcing branding elements to ensure consistency and recognition.
- Gathering Feedback: Inviting user input to improve or tailor the website experience.

- Boosting Engagement and Conversions: Turning email recipients into active visitors and customers.

A carefully crafted email template aligns with these objectives, ensuring the message resonates effectively.

## Core Elements of an Effective New Website Announcement Email Template

Designing an impactful announcement email involves several key components. Let's explore these elements in detail:

### 1. Attention-Grabbing Subject Line

The subject line determines whether your email gets opened. It should be:

- Concise and compelling
- Personal or relevant to the recipient
- Clear about the email's purpose (e.g., "Discover Our New Look" or "We're Live! Visit Our New Website")

Examples:

- "?? Welcome to Our New Digital Home!?"
- "Explore the Fresh New Look of [Brand Name]"

### 2. Engaging Preheader Text

This is the snippet that appears alongside the subject line in many email clients. It should complement the subject and entice recipients to open the email.

Examples:

- ?See what?s new and explore our redesigned site?
- ?Your exclusive tour of our brand-new website awaits?

### 3. Personalized Greeting

Personalization increases open and click-through rates. Use the recipient?s name when possible.

Example:

- ?Hi [First Name], we?re excited to share our new online space with you!?

### 4. Clear and Visually Appealing Header

A prominent header featuring the brand?s logo or a tagline sets the tone. Consider incorporating a hero image or banner that highlights the website?s new look.

### 5. Compelling Body Content

This section should:

- Explain the reason for the redesign or relaunch
- Highlight new features, improvements, or exclusive content
- Use engaging language to evoke curiosity

Sample content snippet:

"We?ve been working behind the scenes to create a more intuitive and beautiful experience for you. Explore our new website to discover streamlined navigation, fresh visuals, and exciting new offerings."

### 6. Visual Elements and Call-to-Action (CTA)

Use high-quality images or GIFs that showcase the new website?s aesthetics or features.



Include prominent CTA buttons such as:

- ?Visit Our New Site?
- ?Explore Now?
- ?See What?s New?

Design these buttons with contrasting colors to stand out and ensure they are mobile-responsive.

## 7. Social Proof and Testimonials (Optional)

Adding testimonials or user reviews about the new website can build trust.

Example:

"Our users love the new experience! See what they have to say."

## 8. Footer with Contact and Social Links

Include contact information, social media icons, and unsubscribe links to comply with email regulations and foster further engagement.

## Design Considerations for a Successful Announcement Email

Beyond content, design plays a pivotal role in conveying professionalism and brand consistency.

### Responsive Design

Ensure the email template adapts seamlessly to various devices?desktop, tablet, mobile. Over half of email opens occur on mobile devices, making responsiveness critical.

### Brand Consistency

Use brand colors, fonts, and imagery to reinforce identity.

### Minimal Clutter

Avoid overcrowding; use whitespace effectively to highlight key messages and CTAs.

## Accessibility

Use legible fonts, alt text for images, and sufficient color contrast to accommodate all users.

## Examples of Innovative New Website Announcement Email Templates

While templates vary based on brand voice and target audience, here are some structural examples that can serve as inspiration:

### Example 1: The Minimalist Approach

- Subject: ?Our New Website Is Here?
- Simple hero image with logo
- Short, punchy paragraph about redesign
- Bold CTA button: ?Visit Now?
- Clean footer with social icons

### Example 2: The Visual Showcase

- Subject: ?Experience Our New Look?
- Carousel of images highlighting website features
- Brief descriptions per feature
- Multiple CTA buttons directing to different sections

## Example 3: The Personal Touch

- Subject: "[First Name], We're Excited to Share Our New Website?"
- Personalized greeting
- Video embedded or linked, showcasing the website journey
- Invitation to provide feedback
- CTA: "Explore Our New Site & Share Your Thoughts?"

## Best Practices for Creating Your Own Website Announcement Email Template

To maximize effectiveness, consider the following best practices:

- Segment Your Audience: Tailor messaging for different segments (e.g., loyal customers, partners, new visitors).
- Test Before Sending: Conduct A/B testing on subject lines, visuals, and CTAs to optimize performance.
- Timing Is Key: Send during peak engagement hours for your audience.
- Include a Clear CTA: Make it obvious what the recipient should do next.
- Maintain Consistency: Ensure the email aligns with your website's aesthetic and messaging.
- Monitor Metrics: Track open rates, click-through rates, and conversions to refine future

campaigns.

## Conclusion: Crafting the Perfect New Website Announcement Email Template

A well-designed new website announcement email template is more than just a notification; it's an opportunity to strengthen brand presence, foster engagement, and convert curiosity into action. By carefully integrating compelling copy, striking visuals, personalized touches, and clear CTAs within a responsive and accessible design, organizations can significantly enhance the impact of their announcement.

In an era where digital impressions are fleeting yet powerful, investing time and effort into creating an effective announcement email can pay dividends in brand loyalty and user engagement. As you develop your own template, remember to keep the audience's needs and preferences at the forefront, continuously test and optimize, and ensure your message invites recipients to explore, interact, and connect with your brand's new digital home.

**Question** What are the key elements to include in a new website announcement email template? A compelling headline, a brief introduction about the new website, key features or updates, a clear call-to-action (like visiting the site), visuals or screenshots, and contact information are essential elements to engage recipients effectively. **How can I make my new website announcement email more engaging?** Use eye-catching visuals, personalize the content when possible, highlight the benefits of the new website, include an exclusive offer or incentive, and craft a compelling subject line to increase open rates. **What is the best timing to send a new website announcement email?** Timing depends on your audience, but generally mid-week mornings (Tuesday to Thursday) tend to have higher engagement. Avoid weekends and late evenings to maximize open and click-through rates. **Should I include a sneak peek or teaser in my announcement email?** Yes, including a teaser or sneak peek can generate curiosity and excitement, prompting recipients to click through to explore the full website. **How can I optimize my website announcement email for mobile devices?** Use a responsive design, keep the email concise, include large and tappable buttons, and test the email across various devices and email clients to ensure readability and functionality. **What metrics should I track to evaluate the success of my new website announcement email?** Monitor open rates, click-through rates, conversion rates (such as visits or sign-ups), bounce rates, and unsubscribe rates to gauge engagement and effectiveness of your email campaign.

**Related keywords:** website launch email, new site announcement, website introduction email, launch announcement template, new website email design, site launch email example, website update email, new website rollout email, website unveiling email, site launch communication

## Elizabeth Thorn Website

### Elizabeth Thorn Website: A Comprehensive Guide to Her Online Presence and Offerings

**Elizabeth Thorn website** serves as a central hub for fans, clients, and those interested in her diverse professional pursuits. Whether you're seeking information about her coaching services, personal blog, workshops, or social media presence, her website provides a well-organized platform to explore her work and connect with her community. In this article, we will delve into the various aspects of the Elizabeth Thorn website, highlighting its features, content, and how it can serve as a valuable resource for visitors.

### Introduction to Elizabeth Thorn and Her Online Presence

Elizabeth Thorn is a renowned coach, speaker, and wellness advocate known for her expertise in personal development, mindfulness, and holistic health. Her online platform, primarily her website, reflects her mission to empower individuals to lead more fulfilled and balanced lives. The website acts as a digital storefront for her services, an informational resource, and a community hub.

### Key Aspects of Elizabeth Thorn Website

- Professional coaching services
- Blog and resource center
- Workshops and events
- Testimonials and success stories
- Contact information and booking options

### Main Features of Elizabeth Thorn Website

- Home Page Overview

The homepage of Elizabeth Thorn's website serves as an inviting introduction to her brand. It typically features:

- A compelling hero image or video
- A brief introduction about Elizabeth Thorn
- Highlights of her latest offerings
- Call-to-action buttons for booking consultations or signing up for newsletters

- Links to her social media profiles
- About Elizabeth Thorn

This section provides visitors with background information, including:

- Her professional journey
- Her philosophy on wellness and personal growth
- Credentials and certifications
- Personal story and motivations
- Coaching Services

One of the core components of her website is her coaching offerings, which may include:

- One-on-one coaching sessions
- Group coaching programs
- Specialized packages (e.g., stress management, career coaching, mindfulness training)
- Customizable plans to meet individual needs

Each service page typically contains:

- A detailed description
- Benefits of the coaching
- Pricing information
- Booking instructions
- Blog and Resources

Elizabeth Thorn's website hosts a rich collection of articles, videos, and downloadable resources aimed at inspiring and educating her audience. Topics often covered include:

- Mindfulness practices
- Stress reduction techniques

- Personal growth strategies
- Healthy habits
- Success stories

Popular Blog Categories:

- Self-care routines
- Meditation guides
- Nutrition tips
- Productivity hacks

- Workshops and Events

Her website promotes upcoming workshops, retreats, and webinars, including:

- Event descriptions
- Dates and locations
- Registration links
- Early bird discounts or special offers

This section helps visitors stay engaged and participate in live learning experiences.

- Testimonials and Success Stories

Social proof is vital. Elizabeth Thorn?s website features testimonials from clients who have experienced positive transformations through her coaching. These success stories add credibility and inspire new visitors to connect.

- Contact and Booking

Visitors can easily get in touch or schedule appointments via:

- Contact forms
- Email addresses
- Phone numbers

- Online booking systems integrated into the site

This ensures seamless communication and service scheduling.

### SEO Strategies Used on Elizabeth Thorn Website

To maximize visibility and attract organic traffic, Elizabeth Thorn's website employs various SEO best practices:

- Keyword Optimization

Strategic use of keywords such as:

- Elizabeth Thorn coaching
- Mindfulness expert Elizabeth Thorn
- Personal development coach
- Wellness workshops online
- Holistic health tips

This helps the website rank higher in relevant searches.

- Quality Content Creation

Regularly updated blog posts and resource pages provide valuable content, encouraging visitors to stay longer and share the site.

- Mobile-Friendly Design

The website is optimized for mobile devices, ensuring a smooth experience for users on smartphones and tablets, which is crucial for SEO rankings.

- Fast Loading Speeds

Efficient coding and optimized images contribute to quick page load times, enhancing user experience and SEO.



- Backlink Building and Social Sharing

Encouraging sharing of content on social media platforms and earning backlinks from reputable sites bolster the website's authority.

### How to Maximize Your Experience on Elizabeth Thorn Website

- Subscribe to Newsletters

Stay updated on her latest blogs, workshops, and special offers by subscribing to her email newsletter.

- Engage with Free Resources

Download free guides, worksheets, or meditations available on her resource center to get a taste of her coaching style.

- Book a Consultation

If you're ready for personalized guidance, use the online booking system to schedule a coaching session.

- Follow on Social Media

Connect with Elizabeth Thorn on platforms like Instagram, Facebook, or LinkedIn for daily inspiration and community engagement.

### Conclusion: Why Visit Elizabeth Thorn Website?

The Elizabeth Thorn website is more than just an online presence; it is a comprehensive platform designed to inspire, educate, and empower individuals seeking personal growth and wellness. With its user-friendly layout, rich content, and clear calls to action, visitors can easily access coaching services, learn new skills through articles and workshops, and become part of a supportive community.

Whether you are looking to improve your mental health, develop mindfulness habits, or find guidance on your personal journey, Elizabeth Thorn's website offers valuable resources and expert

support. Make sure to explore all the sections, subscribe to updates, and take advantage of her offerings to start transforming your life today.

## Elizabeth Thorn Website: An In-Depth Analysis of Its Design, Content, and User Experience

In the rapidly evolving landscape of digital entrepreneurship and personal branding, the Elizabeth Thorn website stands out as a compelling case study. Whether visitors arrive seeking coaching services, valuable insights, or simply to learn more about Elizabeth Thorn herself, the website serves as a central hub that encapsulates her professional ethos and offerings. This comprehensive review explores the website's design, content strategy, user experience, and overall effectiveness, providing a detailed assessment for entrepreneurs, marketers, and consumers alike.

## Introduction to Elizabeth Thorn and Her Digital Presence

Elizabeth Thorn is an established figure in the coaching and personal development industry. Her online presence, primarily through her website, aims to position her as a trusted expert and guide for individuals seeking transformation and growth. As a digital asset, her website must serve multiple functions: showcase her expertise, convert visitors into clients, and foster a community around her brand.

The Elizabeth Thorn website acts as her digital storefront, and a thorough investigation reveals how well it fulfills these functions.

## Website Design and Visual Aesthetics

### First Impressions and Branding

A website's first impression heavily influences visitor engagement. The Elizabeth Thorn website employs a clean, modern aesthetic characterized by soft pastel color schemes, minimalistic typography, and professional imagery. This visual approach aligns with her brand identity: approachable, trustworthy, and inspiring.

The homepage prominently features her portrait, immediate calls to action (CTAs), and snippets of her offerings, providing instant clarity on her services.

### Navigation and Layout

The site's navigation menu is straightforward, typically including sections such as:

- About Elizabeth

- Services
- Programs
- Testimonials
- Blog
- Contact

This logical structure helps visitors find information quickly, reducing bounce rates. The layout employs a grid-based design, with plenty of whitespace that enhances readability and prevents visual clutter.

## **Responsiveness and Accessibility**

In today's multi-device world, responsiveness is crucial. The Elizabeth Thorn website adapts seamlessly across desktops, tablets, and smartphones. Font sizes, images, and interactive elements resize appropriately, ensuring usability is maintained.

Accessibility features, such as alt text for images and keyboard navigation, appear to be in place, although a comprehensive audit would be necessary to confirm full compliance with standards like WCAG.

## **Content Strategy and Messaging**

### **Value-Driven Content**

A core strength of Elizabeth Thorn's website is its focus on delivering value through content. Her blog covers topics like personal development, mindset, goal-setting, and self-care, positioning her as a thought leader.

Her service pages are crafted with persuasive copy that emphasizes transformation and results, using storytelling and client success stories to build credibility.

### **Unique Selling Proposition (USP)**

The site clearly articulates Elizabeth's USP—her unique approach to coaching, which blends empathy with actionable strategies. This differentiation is reinforced through testimonials and case studies, which demonstrate tangible outcomes achieved by her clients.

### **Calls to Action and Lead Generation**

Strategically placed CTAs encourage visitors to:

- Book a free discovery call
- Sign up for newsletters
- Enroll in courses or programs

Opt-in forms are embedded within the site, often incentivized with free resources like ebooks or webinars. These tactics are vital for nurturing leads and converting visitors into paying clients.

## User Experience (UX) and Engagement

### Loading Speed and Performance

Page load times are critical for retention. The Elizabeth Thorn website loads efficiently, thanks to optimized images and streamlined code. This reduces visitor frustration and improves SEO rankings.

### Interactive Elements and Personalization

Interactive elements such as quizzes, webinars, and comment sections foster engagement. Personalization features, like tailored content recommendations based on user behavior, could enhance the experience further but are currently minimal.

### Community Building and Social Proof

Social proof is abundant on her site?testimonials, client success stories, and media features bolster her authority. Integration with social media platforms allows visitors to connect on various channels, extending her reach.

## Technical Aspects and SEO Performance

### SEO Optimization

The website appears to employ best practices for SEO, including:

- Keyword-rich headings and content
- Meta descriptions
- Clean URL structures
- Schema markup for reviews and services

However, some areas, such as internal linking and blog post optimization, could be improved to enhance search engine visibility further.

## Security and Privacy

SSL encryption is active, ensuring data security. Privacy policies and GDPR compliance notices are present, which is essential for building trust and meeting legal requirements.

## Analytics and Tracking

Implementation of Google Analytics and Facebook Pixel allows Elizabeth Thorn to monitor visitor behavior, optimize marketing efforts, and refine her messaging.

## Areas for Improvement and Opportunities

While the Elizabeth Thorn website demonstrates many strengths, there are areas where enhancements could improve its effectiveness:

- Enhanced Personalization: Incorporating more personalized content based on visitor behavior could improve engagement and conversions.
- Interactive Content: Adding tools like self-assessment quizzes or live chat support can foster deeper interactions.
- Content Depth: Expanding blog content and offering free downloadable resources can attract organic traffic and nurture leads.
- Video Integration: Incorporating more video content?such as testimonials, webinars, or coaching snippets?can boost engagement and trust.
- Accessibility Enhancements: Conducting a full accessibility audit to ensure inclusivity for all users.

## Conclusion: The Overall Effectiveness of the Elizabeth Thorn Website

The Elizabeth Thorn website functions effectively as a personal brand platform, balancing aesthetic appeal with strategic content and user-centric design. It successfully communicates her expertise, builds trust through social proof, and provides clear pathways for visitors to engage or become clients.

However, like many personal branding websites, it benefits from ongoing optimization?particularly in areas of content depth, personalization, and interactive features. As the digital landscape continues to evolve, maintaining a dynamic, user-focused website will be key to sustaining her growth and authority.

In sum, the Elizabeth Thorn website exemplifies a well-executed digital presence that aligns with her professional goals. For entrepreneurs and marketers, it offers valuable lessons in branding, content

strategy, and UX design? serving as both an inspiration and a benchmark for personal websites in the coaching industry.

Final thoughts: A comprehensive audit reveals that the Elizabeth Thorn website is a strong foundational platform with room for strategic enhancements. Its current configuration effectively attracts and converts visitors, but embracing emerging digital trends and deepening engagement tactics will ensure it remains competitive and relevant in the years to come.

**QuestionAnswer** What is the official website of Elizabeth Thorn? The official website of Elizabeth Thorn can be found at [www.elizabeththorn.com](http://www.elizabeththorn.com), where she shares her latest work, blog posts, and contact information. What kind of content does Elizabeth Thorn feature on her website? Elizabeth Thorn's website features her photography portfolios, blog updates, tutorials, and information about her art exhibitions and projects. How can I contact Elizabeth Thorn through her website? You can contact Elizabeth Thorn via the contact form available on her website, or through her listed email address and social media links. Does Elizabeth Thorn offer online workshops or tutorials on her website? Yes, Elizabeth Thorn provides online workshops and tutorials related to photography and creativity, which are announced on her website. Can I purchase Elizabeth Thorn's artwork or prints from her website? Yes, her website features an online shop where you can purchase prints, merchandise, and other art-related products. Are there recent updates or blog posts on Elizabeth Thorn's website? Yes, her website regularly features recent blog posts covering her latest projects, events, and insights into her creative process. Does Elizabeth Thorn's website include a biography or about section? Yes, her website contains an About page detailing her background, artistic journey, and achievements. Is Elizabeth Thorn's website mobile-friendly? Yes, her website is designed to be responsive and mobile-friendly, ensuring a good user experience across devices. Are there social media links on Elizabeth Thorn's website? Yes, her website includes links to her social media profiles such as Instagram, Facebook, and Twitter for updates and community engagement. Does Elizabeth Thorn's website provide information about upcoming events or exhibitions? Yes, the website features a calendar or news section with details about upcoming exhibitions, workshops, and public appearances.

**Related keywords:** Elizabeth Thorn, author website, Elizabeth Thorn books, Elizabeth Thorn author page, Elizabeth Thorn novels, Elizabeth Thorn biography, Elizabeth Thorn writing, Elizabeth Thorn blog, Elizabeth Thorn contacts, Elizabeth Thorn social media

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