

REFERENCING RECENT EVENT SALES EMAIL

Template

Subject Line: [Reference the Event]

Hi [contact name],

[Cite if the contact has seen the recent story or release of new information you're referencing].
[Discuss the implications/how it can affect this particular lead].

[Explain what promotion you are offering as a result of the event or state your unique selling proposition]

[Initiate Call to Action]

Thank you,

[Name], [Title]

[Company]

[Email]

[Phone Number]

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Example Email

Subject Line: New Industry Report Reveals Automation is the Future

Hi Madison,

You may have recently seen the 2022 Marketing Industry Report that found a majority of businesses, including ones within your industry, are easing into marketing automation as their primary strategy for building customer relationships.

Automation lets you target or re-target your ideal audiences, gather their information, and nurture leads all hand-free for more lead-volume production—ultimately producing higher revenue growth.

That being said, we are offering free consultations for retail, wholesale, and eCommerce businesses to see where they may be able to utilize automation in their marketing campaigns.

If you or anyone in your office would like to take advantage of this offer, the link to schedule an appointment with a consultant is below.

Thank you,

Cameron Eck, Account Executive

Marketing Inc.

cam@marketinginc.com

123-456-7890

[Schedule Appointment Button]