

AMAZON CREATOR CONNECTIONS TEMPLATES

INSTRUCTIONS:

- Color **green**: to be updated.
- Curly brackets: placeholders which will autofill automatically in CRM
 - o {{ firstname|default(influencer_handle) }} This placeholder will automatically be replaced with the first name or the influencer handle in case the first name is not available.
- Click on “Campaigns” in top menu and select “Email Flows” to create an outreach flow
- Recommended: 3 follow ups

EMAIL 1

SUBJECT: {{ firstname|default(influencer_handle) }} – **ENTER YOUR BRAND NAME** Amazon Partnership

Hi {{ firstname|default(influencer_handle) }},

{{personalized_sentence}}

My name is **ENTER YOUR NAME** and I’m from **ENTER YOUR COMPANY NAME**. We are **ADD ONE SENTENCE DESCRIPTION ABOUT YOUR BRAND**.

We are looking for potential partnerships for our Amazon Creator Connections campaign and we love the content on your account {{influencer_handle}}!

It would be awesome if you could test our **ENTER YOUR PRODUCT**.

HIGHLIGHT YOUR USP AND YOUR PRODUCT IN ONE SENTENCE

I’m happy to send you one **ENTER YOUR PRODUCT** for you to test. We also offer a 20% commission which you will earn on top of your regular Amazon affiliate.

Please get back to me if you are interested in this opportunity.

Can I send you one of the **ENTER YOUR PRODUCT**?

Thanks!

Best,

ENTER YOUR NAME

48-72 hours delay

FOLLOW UP 1

SUBJECT: {{ firstname|default(influencer_handle) }} – Amazon Partnership Invitation

Hi {{ firstname|default(influencer_handle) }},

I hope you are doing great!

Our campaign is about to start, and I wanted to make a quick follow up on our offer.

We are really impressed by the quality of your account, and it would be amazing if you would agree to join our Amazon Creator Connections campaign.

HIGHLIGHT YOUR BRAND USP IN ONE SENTENCE

If you're interested, please reply to this email with your shipping details so we could send you, our products.

Looking forward to hearing from you!

Best,

ENTER YOUR NAME

48-72 hours delay

FOLLOW UP 2

SUBJECT: {{ firstname|default(influencer_handle) }} – Amazon Partnership Invitation

Hi {{ firstname|default(influencer_handle) }},

Just wanted to quickly follow up on my previous email as I haven't received a reply yet. Would you be interested in this opportunity?

We would love to work with you, and we are looking for long term partnerships!

Can we send you some of our products so you can experience the quality of our **ENTER YOUR PRODUCT?**

Best,

ENTER YOUR NAME

48-72 hours delay

FOLLOW UP 3

SUBJECT: {{ firstname|default(influencer_handle) }} – Partnership Invitation Last Email

Hi {{ firstname|default(influencer_handle) }},

Would be great if you could let me know in case you are not interested so I can take a note of this.

In case you are interested we would love to carry on. We've worked with hundreds of individuals who love our products and it would be awesome if you could experience the same! You can see our reviews here. [HYPER LINK TO REVIEWS IF AVAILABLE OR USE OTHER SOCIAL PROOF.](#)

Looking forward to hearing from you! :)

Best,

ENTER YOUR NAME