

BOFU Lead Outreach: Email Templates That Work

Does your lead outreach need a refresh? We have you covered. Whether you're a new or seasoned lead gen practitioner, you'll find valuable email templates for reaching out to bottom-of-funnel (BOFU) leads. These are proven to generate conversions across multiple industries and scenarios!

Learn more about these templates and why they work in our article, [BOFU Lead Outreach: Proven Email Templates that Drive Lead Conversions](#).

Email Template 1: BOFU Lead from a Content Download

Subject: {{timely_topic}} for {{company}}

Body:

Hi {{name}}, {{personalized_introduction}}.

I've been helping a few other {{relevant_role}} at {{relevant_types_of_companies}} to help solve {{relevant_challenge}}.

In fact, {{relevant_trend_or_stat_based_on_lead_insights}}. I'm curious if you're thinking about adopting a solution in the year ahead?

If so, this {{BOFU_content_asset}} could be a great way for you to {{questions_it_answers}}.

Is there anyone on your team who might be interested in {{call_to_action}}?

Thanks!

The template in action:

Subject: Automating Payroll for Fortunato's Team Members

Body:

Hi Roderick, congrats on the recent growth at Fortunato, it must have been a challenge bringing on so many new people over the last year!

I've been helping a few other People leaders in fast-growing businesses adopt payroll automation as a way to improve the employee experience while boosting HR and Finance efficiency.

In fact, a recent market survey showed that most companies realize a positive ROI from payroll automation once they grow beyond 500 employees. Given you've blown past that benchmark, I'm curious if you're thinking about adopting a solution in the year ahead?

If so, this on-demand product demo video could be a great way for you to see how a payroll automation solution really works, how they're typically priced, and what kind of ROI you can expect.

Is there anyone on your team who might be interested in seeing a more customized walkthrough?

Thanks!

Email Template 2 - BOFU Lead from Lead Gen Provider

Subject: {{timely_topic}} at {{company}}

Body:

Hi {{name}}, {{personalized_introduction}}.

{{relevant_observation_based_on_lead_insights}}.

What are your plans to solve {{relevant_challenge}} in the months ahead?

In case it's helpful, I wanted to share {{BOFU_content_asset}}. I've had countless customers tell me that it's an incredibly helpful asset for {{topic_addressed}}.

Can I send you over a short video sharing {{thought leadership / customer_story / product_demo}}?

Thanks!

The template in action:

Subject: Ransomware Threats at Vault-Tec

Body:

Hi Barb, how are you finding things at Vault-Tec after your first few months?

I suspect you may be in a challenging position as we've seen a lot of changes in the malware and ransomware space in recent months resulting from the rise of AI. In fact, last month there were more than 400 reported ransomware attacks in the U.S. alone, a 38% increase year-over-year, with 65 of them targeting companies in your industry.

What are your plans to defend against ransomware at Vault-Tec in the months ahead?

In case it's helpful, I wanted to share The Complete Guide to Evaluating Ransomware Solutions. I've had countless customers tell me that it's an incredibly helpful asset for navigating the current landscape.

Can I send you over a 3-minute video sharing how REPCONN, another business in your space, is evolving their cybersecurity strategy this year?

Thanks!

Email Template 3 - BOFU Lead Showing Intent-to-Buy

Subject: {{timely_topic}}

Body:

{{name}} - {{personalized_introduction}}.

Other businesses like yours are {{benefits}} by {{solution}}.

Have you ever considered {{relevant_challenge}} by working with {{solution_type}}?

In case it's helpful, I wanted to share {{BOFU_content_asset}} which answers the most common question we hear about {{relevant_topic}}: {{question_it_answers}}.

{{call_to_action}}?

Thanks!

The template in action:

Subject: IT is a lot like Insurance

Body:

Taylor - as someone who's been in the insurance space for more than two decades, you know how important it is for businesses to have a trusted partner like you who knows the industry inside and out.

IT Systems are no different. Countless businesses like yours are saving money, boosting productivity, and creating competitive advantages by partnering with IT Managed Service Providers (MSPs) who host and manage their website, business applications, IT security, and more.

Have you ever considered simplifying your business by working with an MSP?

In case it's helpful, I wanted to share our online pricing page which answers the most common question we hear about MSPs: how much does it cost?

I'm actually based in the local area, could I buy you a coffee next week and learn a bit more about your business?

Thanks!

About TechnologyAdvice

Founded in 2006, TechnologyAdvice is a leading B2B ecosystem that includes a portfolio of 20+ digital media brands attracting an audience of more than 100 million business technology buyers. TechnologyAdvice helps business technology buyers make more informed purchase decisions and connects its audience of buyers with the world's leading B2B technology vendors and their products. For more information visit technologyadvice.com.