

Email Campaign For Quick Covid-19 Pivot from Live to Virtual Workshop

Email #1

Subject Lines:

Learn how to use FB to grow your biz while social-distancing: pants 🍑 optional
The FB workshops you don't want to miss are now *virtual*

Body Copy:

[First_Name],

Unfortunately, the Facebook Beginner and Advanced Workshops we were going to host down here in Nashville in May can't go on as planned.

Non-essential travel is a no no right now and trying to keep 6 feet between everyone at the hotel would be harder than trying to enforce the "room for the Holy Spirit" rule at a high school dance.

Frankly, we're not up for the challenge and we're definitely not going to ask you or our employees to put themselves in harm's way.

So, we've decided to pivot and take those hours of sweet, sweet Facebook training to the virtual classroom, and move up the date since the NCSG convention was canceled.

Same great info and same great teachers you would've had in Nashville -- now with a new date and location.

Yup, that's right...

Instead of biting what's left of your fingernails and starting *yet another* Netflix/Amazon/Disney+ original series, now you can huddle in whatever area of your home you've claimed as your own sacred space during this quarantine and get an epic Facebook education.

The virtual Facebook workshops [\[Link to LP\]](#) will take place on Thursday, April 2nd and Friday, April 3rd, and drumroll...

You'll get CEUs for attending each (the beginner, the advanced, or both). [\[Link to LP\]](#)

What else will you get?

- ✓ Actionable insights and amazing training on how to grow your business using Facebook organic and Facebook Ads (at a fraction of the normal price)
- ✓ Downloads of the slide decks and recordings of the workshop to re-watch later, so you won't get a hand cramp trying to write down every single thing you learn
- ✓ Printable action plans to help you take the next best step after we wrap up the workshops
- ✓ Live Q&A with the speakers so you can get your most pressing questions answered
- ✓ A free 30-minute call with any one of the workshop speakers to go over any info and strategies you may still need clarification on
- ✓ Access to our exclusive Facebook group for ongoing support, ideas, and tips

You were already planning on spending some time next week working on your business. You were already planning on getting CEUs. Now you can do both with alllllll the social distance and personal space you need right now.

Get all the details you need -- including the new slashed prices -- and sign up right here. [\[Link to LP\]](#)

Hope to *see* ya there!

- Taylor & the Spark Marketer Crew

Email #2

Subject Lines:

Don't press pause, press play!
Will you come out of COVID-19 with a better business?

Body Copy:

[First_Name],

The COVID-19 pandemic will likely have an impact on your business if it hasn't already. It's disrupting pretty much every industry under the sun...

But don't let this *moment* derail you and steal your focus.

While everyone else is hoarding toilet paper, staring at their newsfeeds, stress-eating, and taking the push-up challenge, you can fight back and work on growing your business by joining us *virtually* for our Facebook Beginner and/or Facebook Advanced Workshops next week.

[\[Link to LP\]](#)

For four hours each day (including one hour of Q&A), we'll be covering the key things you need to know and do to use this powerful platform to grow your business, no matter what kind of year we're having as a world or nation.

So don't follow in the footsteps of your fear-consumed competitors who are turning off their ads, making their own hand sanitizer, and pressing pause on business. Stay focused and make the most of this time.

If you do, you'll come out ahead. Just take a look at this message I got from one of our account managers, Aaron:

"Hey Taylor, I've been doing GA comparisons between this year Jan to March 22 and last. The common theme seems to be for clients who are continuing to market as they have, specifically in being aggressive on Facebook organic. They are able to maintain and/or exceed the traffic they were getting a year ago, even in the middle of the COVID mess. The ones that are doing a duck-and-cover attitude are seeing traffic drops."

Don't duck and cover. Save your seat! [\[Link to LP\]](#)

- Taylor and the Spark Marketer Crew

Email #3

Subject Lines:

Netflix will always be there - this training at this price will not 🕒
We're closing the *virtual* doors at midnight - Save your seat!

Body Copy:

The Facebook workshops are coming up in just a couple of days, and honestly, we're happy to *finally* have an excuse to shower and put on real clothes.



via [Giphy](#)

Of course, *what we're really excited about* is the info we're going to be sharing and the power it has to totally ramp up business for service businesses.

The question is: ***will you be joining us?***

We're closing registration tonight at midnight, so consider this last call!

If you're still on the fence, here's a recap of what you get:

- ✓ Actionable insights and amazing training on how to grow your business using Facebook organic and Facebook Ads (at a fraction of its normal price)
- ✓ Downloads of the slide decks and recordings of the workshop to re-watch later, so you won't get a hand cramp trying to write down every single thing you learn
- ✓ Printable action plans to help you take the next best step after we wrap up the workshops
- ✓ Live Q&A with the speakers so you can get your most pressing questions answered
- ✓ A free 30-minute call with any one of the workshop speakers to go over any info and strategies you may still need clarification on
- ✓ Access to our exclusive Facebook group for ongoing support, ideas, and tips
- ✓ CEUs

And, you can *virtually* bring two employees along for the training so you don't have to relay all the info to the people in your business that will be helping you with Facebook implementation.

All for a little less than what you're probably paying for cable + all your streaming services during this quarantine.

Sign up for the Beginner, Advanced, or both workshops [\[Link to LP\]](#) today and press play on your business while your competitors are pressing pause.

- Taylor and the Spark Marketer Crew