

Target audience: . I'm targeting CEOs who own a CRM software company and they are targeting Dentists.

Email #1:

SL: Dentists can automate getting reviews with <software>, right?

Hi Jane, how are you doing?

Dentists can use <software> to automate getting reviews if I'm not mistaken.

Do you mind if I create a mini marketing page for your website to emphasize this benefit of <Software> and send it to you via email?

Joni

P.S. Feel free to discuss it with your team.

P.P.S. If it matches your vision, we can partner up for deeper strategic projects.

Email #2:

SL: RE: Dentists can automate getting reviews with <software>, right?

Hi Jane, is it a bad idea if I send you a mini page for <software>'s website as a gift to sell your customers on the "Automate getting reviews" benefit?

Joni

P.S. "Automating reviews" is exactly what dentists want to hear.

Email #3:

SL: RE: Dentists can automate getting reviews with <software>, right?

Bumping it up in case you missed it.

Should I send it to you or someone else on your team?

Joni