

Subject: Don't You Care?

Hey Wendy,

I just saw Karcher's recent advertisement with great quality so I checked out the website and signed up for the newsletter but I didn't get a welcome email. Is there any reason for that?

Considering if someone is needed to manage the newsletter.

I went ahead and used this strategy used by Nilfisk (a competitor) to write you a high-performing welcome sequence email.

Similar to Nilfisk, this should get you more engagement and increase the lifetime value of present customers.

 Karcher Newsletter .

Think about the incredible boost in engagement awaiting you once you put this into action!

Care to test it out?

TCattle