

Email campaign template

Subject line

Variant 1: Webinar by [company name] on [topic]

Variant 2: Webinar on [topic] | [company name]

Variant 3: [key takeaway of the webinar] with this webinar

Sample subject line for variant 3: **Design the perfect employee benefits program with this webinar**

Intro email

Hi [recipient name],

This is [sender name and designation] from [company name].

Designing the right employee benefits programs with the best interests of your employees in mind can be at times overwhelming. And we wanted to help you with it.

[company name] is conducting a webinar on the topic [topic] on [date and time]. We will be discussing in detail:

- Key takeaway 1
- Key takeaway 2
- Key takeaway 3
- Key takeaway 4

I believe this would be of interest to you, especially in a post-covid world where employee priorities have changed significantly. If you find this compelling enough, please register by clicking the button below:

REGISTER NOW

Looking forward to seeing you there!

Best.

[sender name]

Follow up email 1 (only to those who didn't register)

Hi [recipient name],

Did you get a chance to see my previous email on the webinar [company name] is conducting?

In case you missed it, here are the details:

- Webinar topic: [topic name]
- Webinar date and time: [date and time]

- Conducted by: [company name]
- Speakers: [speaker details]

We will be discussing everything you need to know to build a full-fledged employee benefits program for the modern world. So don't miss this unique opportunity to hear it from the thought leaders in the space.

BOOK MY SLOT NOW

Hoping to see you there.

Cheers,

[sender name]

Follow up email 2 (1 or 2 days prior to the webinar)

[recipient name],

Here is your last chance to register for the upcoming webinar by [company name] on the topic [topic name]. The webinar which is scheduled for [date and time] will have our panel of speakers discuss everything concerning building an employee benefits program.

Register now using this [link] before it's late.

If you have any questions about the webinar, please feel free to write back to us.

Cheers,

[sender name]