

SL: A better relationship

Hi Katie,

I found “company name” thanks to your latest “Flex Friday” post on Instagram. I got so interested in your mini discs that I decided to sign up to your newsletter, to know more about them.

After not receiving any email, I noticed that expanding your email marketing would improve your sales through the newsletter.

Not doing that could result in missed opportunities to engage with possible customers.

Since I liked your discs’ versatility for every kind of exercise, I wrote a welcome email. As an introduction to your newsletter, this email mixes two fundamental intents:

- salesy elements,
- having a better relationship with clients,

Read it below ↓

Let me know whether you’d like to discuss other points to improve the email marketing.

Best,

Emanuele