

**Drip Campaign: Email 1 of 3****SL:** Free Accounting Firm Resources**Body Copy:**

Hi {{first\_name:"there"}},

I hope you're having a wonderful day!

My name is Doug Shaffer, and I run DDS Creative, a marketing agency focused on providing holistic marketing support to drive lead generation and client acquisition for accounting firms.

I wasn't sure if you were the appropriate person to contact, but I wanted to at least share some of the resources we've created for our current and prospective accounting partners.

[Free Marketing Resources](#)

Please let me know if you have any questions about the free marketing resources or if you'd like to schedule a quick introductory call.

All the best,

**Drip Campaign: Email 2 of 3****SL:** A Different Way to Audit**Body Copy:**

Hi {{first\_name:"there"}},

While the free marketing resources I recently shared with you are a great starting point, it's important to note that they can only take your firm so far. To truly maximize your marketing efforts, a more comprehensive approach is needed.

Often, the best place for CPA firms to start when looking to generate more leads is with a Website & Content Audit. However, most agencies require potential clients to sign a contract or agreement before performing an audit.

At DDS Creative, we believe businesses shouldn't have to pay to get a baseline understanding of their content and website's current state, which is why we offer a no-strings-attached audit.

The following items are included in the no-strings-attached audit:

- Customer Journey Review
- Website Review
- SEO Review
- Content Review

- Social Media Review

Along with the multi-point review, we'll share recommendations your team can implement to improve each area listed above.

If you're interested in our team conducting a no-strings-attached audit for your firm, please send me a message back expressing your interest and include the following:

Audit Information:

- Company Name:
- Address:
- Website URL:
- Facebook URL (If necessary):
- LinkedIn URL (If necessary):

All the best,

### **Drip Campaign: Email 3 of 3**

**SL:** New Client — Meeting Invitation

#### **Body Copy:**

Hi {{first\_name:"there"}},

It's been a few days since I reached out about our free audit program, and I haven't heard back from you yet.

I completely understand if it's not the right time to discuss your current marketing efforts, but I would love to still connect and chat for 15 minutes to introduce myself.

What do you say?

\*[Schedule a Meeting](#) or Simply Reply to This Email

All the best,