

CAR CARE

Directions:

Use this email template to introduce the series, schedule qualified appointments, and close sponsorship deals.

Subject: Introducing *CAR CARE*

Body Template:

[CLIENT NAME],

I hope this finds you well. This [ADD MONTH], The [Media Outlet] Content Studio is launching a new series called *CAR CARE*. The series will feature weekly articles offering maintenance best practices and DIY tips for [Geo-Area] car owners - think "Make Sure Your Car Is Prepared For Any Situation This Year" or "Winter Checklist For Car Owners."

There is a really exciting founding sponsorship opportunity that I think is a great fit for [CLIENT BUSINESS NAME]. This exclusive sponsorship has been designed to offer massive exposure and engagement with your target audience throughout the year. I'd love to walk you through the full program details at your earliest convenience.

Do you have availability to meet [OPTION 1] or [OPTION 2]?

Talk to you soon,

[YOUR NAME]

[YOUR PHOTO]

CAR CARE



Here's How to Replace Windshield Wipers and Fluid

[READ MORE](#)



How to (Safely!) Deal With Road Rage

[READ MORE](#)



Windshield Cracks? When to Repair and When to Replace

[READ MORE](#)



What to Know About Cold Air Intake Systems Before You...

[READ MORE](#)

Did you know?

Branded Content is 22x more engaging than display ads

Source: Pressboard