

HOW TO USE PR TO DRIVE MORE SALES:

# 50 Sales Email Templates You Can Steal to Seal the Deal



Ask any traditional PR firm about sales enablement, and they will balk. That's because most PR firms have their roots in communications. We come from marketing, and that makes our approach much more sales-friendly.

Here's the truth: when earned media is integrated into sales, conversions skyrocket.

It's the merger of powerful third-party advocacy and credibility with follow-up. This moves sales from "Hey, Bob, just following up..." to "Our VP was just on a podcast talking about the latest trends in your space. Based on our last conversation, I thought you might find it valuable."

Earned media is the ultimate game changer when it comes to sales, and we will prove it. Here are 50 templates you can steal at every level of the funnel to move a deal forward. After all, if PR doesn't result in more deals being attracted, nurtured, and closed...what's the point?



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## BEFORE YOU LOSE THEM

Reassure They Want to Leave

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# Top of Funnel

In top-of-funnel marketing, your customer is at the beginning of their purchase journey. In fact, they might not even know you exist yet. Your ToF goal should be to make an impression. You want prospects to be aware of your brand and know what problems your company solves.

Since cold emails are notorious for being annoying and spammy, make sure you are following [cold email best practices](#) before you shoot your shot with prospects.



# Statistics

New message ⋮

← → ↻  ☆ ☰

To \_\_\_\_\_

Subject **I'm here to help**

Hey, [First Name],

Do you know that 62% percent of customers credit a knowledgeable or resourceful sales rep as the key to their positive experience with a company?

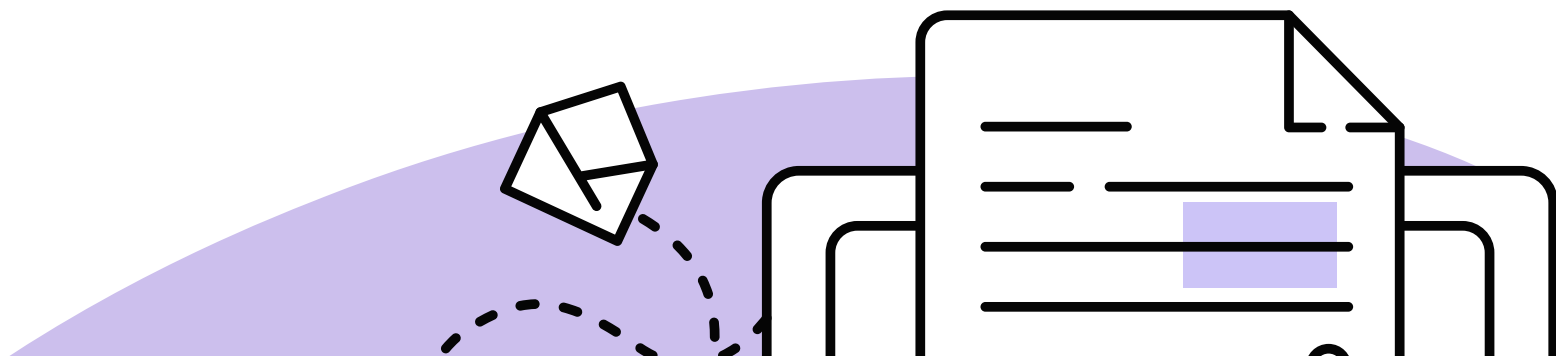
It's a lot of pressure on my shoulders—but I think I can handle it. I've got plenty of knowledge to share about [insert company] and how we solve [name of problem and very brief summary of how you solve it].

And resources? I've got these too. Check out what [insert publication] has to say about the effectiveness of our [insert product or service] for companies like yours.

Let me know how I can help! I have Tuesday Morning available and Wednesday afternoon. What day/time works best for you?

Thanks,  
[Your Name]

▾ | 📎 🖼️ 😊 🔍 Send



COLD EMAILS

# Feature

New message ⋮

← → ↻  ☆ ☰

To

Subject **[Insert pain point]? Check out what [insert publication] has to say**

Hey, [First Name],

Don't you wish that your company [insert company name if possible] had a feature to [insert customer pain point]? Well, say no more. That's exactly what we do. Check out our feature in [insert publication and link to PR hit] that outlines how we are helping companies [insert action].

There's no reason we can't do the same for you. Can you give me 15 minutes on your calendar?

Best,  
[Your Name]

⌵ | 📎 🖼️ 😊 🔍 Send



# Referral

New message ⋮

← → ↻  ☆ ☰

To

Subject **[Name of person who referred you], said we should connect**

Hey there, [First Name],

I am reaching out because [Name of person who referred you] thought it would be worth your time for us to connect.

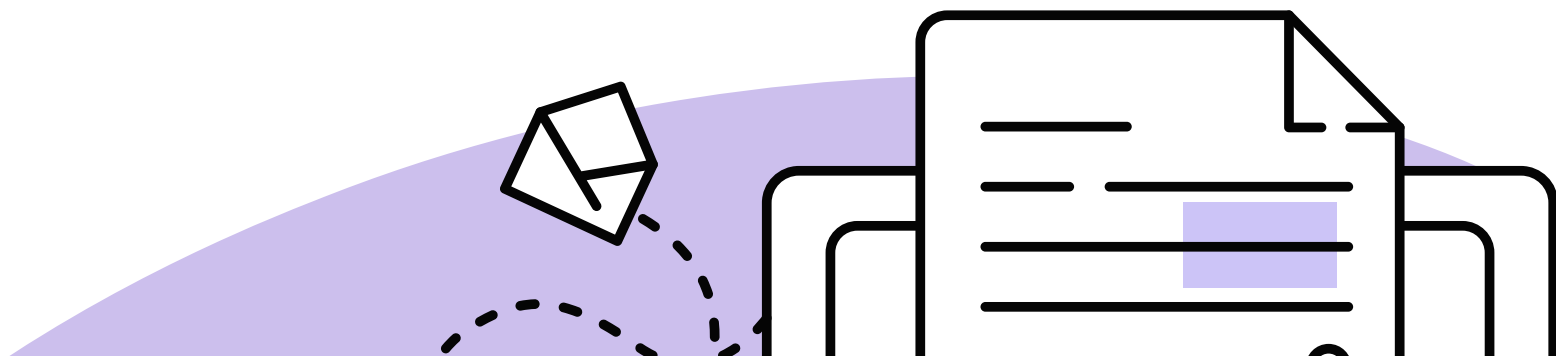
[Name of the person who referred to them] and I met at [insert conference, event, networking, etc.], and they know our history in helping companies solve [insert problem].

Just last week, our CEO [name] shared why letting [problem xyz] go unchecked has cost companies [XYZ] in the long run. [link to PR hit]

Let's set up a meeting—I am free on Wednesday and Friday this week. Do either of those days work for you?

Regards,  
[Your Name]

▾ | 📎 🖼️ 😊 🔍 Send





COLD EMAILS

# Tailor-made Solutions

New message

← → ↻ [ ] ☆ ☰

To

Subject **[Industry type] Goals for 2022**

Hey, [First Name],

I recently came across your company's LinkedIn page and noticed you've been trying to [accomplish a certain goal].

I believe [company name] can help you achieve this goal through [briefly explain how your product/service will achieve their goal].

In fact, we were recently written up in [publication name] for work we did with [company name/industry name].

We worked with them to develop a custom solution to their problem, and we'd love to do the same for you.

Are you free to talk about a strategy? Let me know as we are eager to help you achieve your goals!

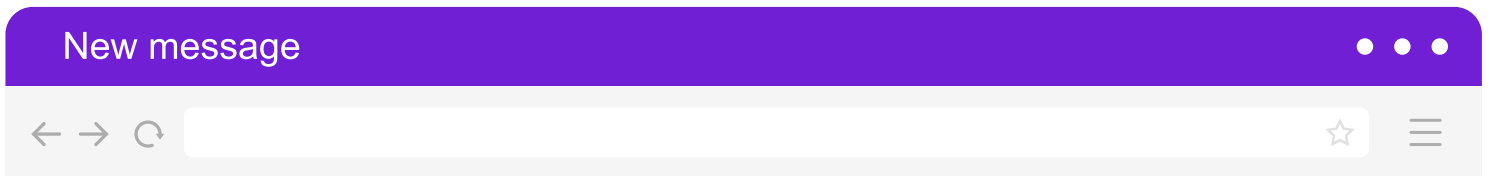
Are you free to talk strategy later this week? I can meet as soon as this afternoon, or we can wait a day or two and meet on [insert day]. Let me know what works for you.

Best,  
[Your Name]

▾ | 📎 🖼️ 😊 🔍 Send



# Mentioning Competitor's Service



To

Subject **Something to consider**

Hey, [First Name],

I was browsing through your website and noticed you are using [competitor's product]. How has your experience been thus far?

I am [Your Name], and I am a [insert title] at [insert company].

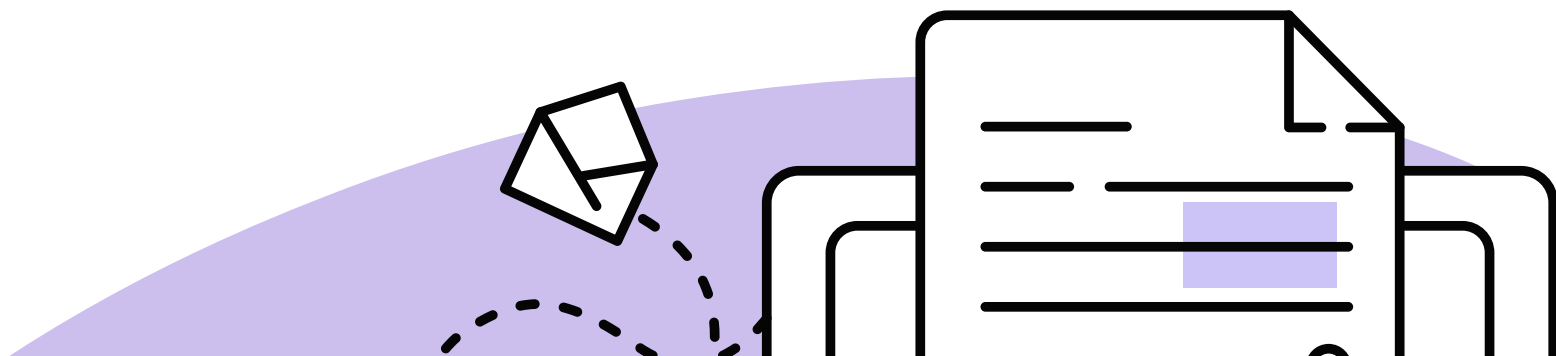
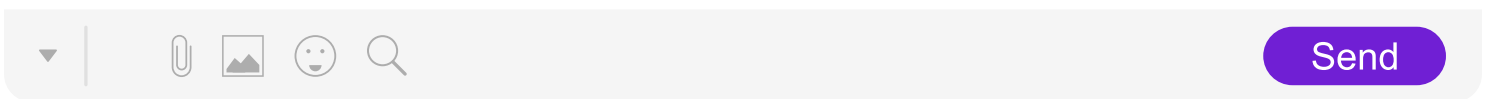
Our [product] is similar to [your competitor's product], but one of our key differences is [add key difference(s)].

Actually, this differentiator is exactly why [client name] made the switch. You can actually learn about their experience firsthand here [insert show, podcast, blog, etc.].

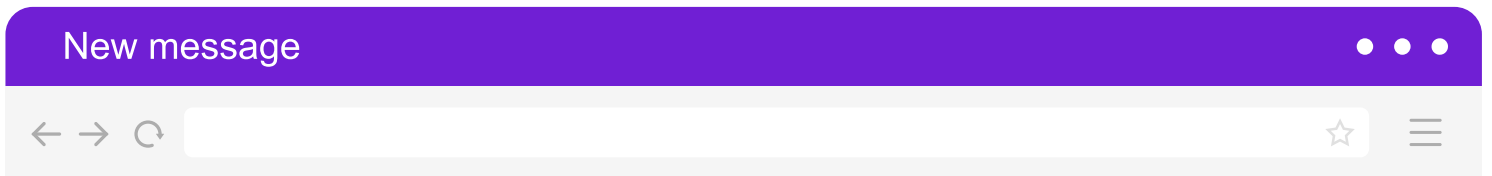
If you are 100% satisfied with your current solution, I'll leave you alone. But, if it's less than perfect, I'd love a chance to show you what you could be missing out on.

Looking forward to hearing from you!

Regards,  
[Your Name]



# Providing Value



To

Subject **Ideas on [insert pain point]**

Hey there, [First Name],

I love your company's mission, and the messaging on the [homepage/product page/etc.] of your website is [powerful/hilarious/really smart/etc.]. I forwarded a link to your website to [my company's marketing team/my professional network/one of my clients] to see if you can help them with their [marketing copy/services/etc.].

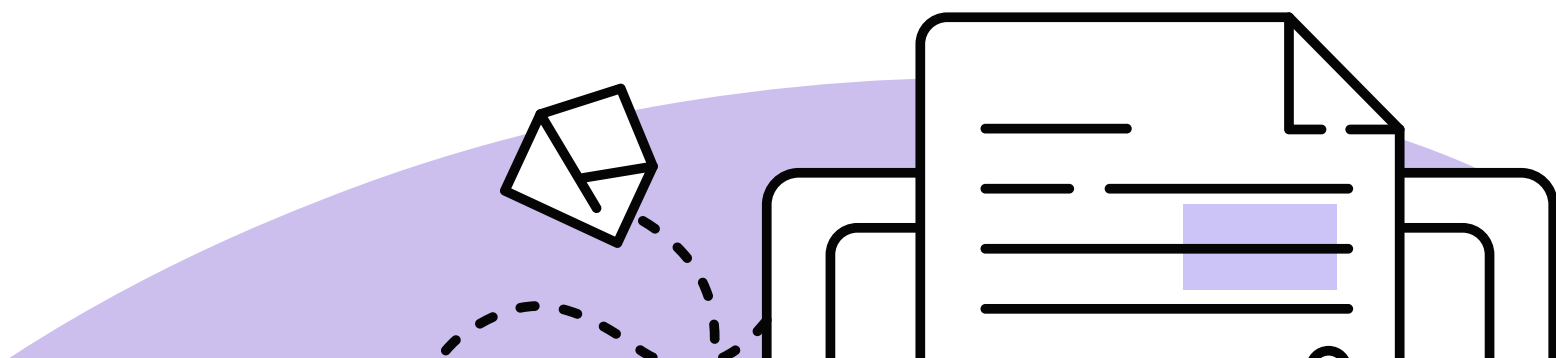
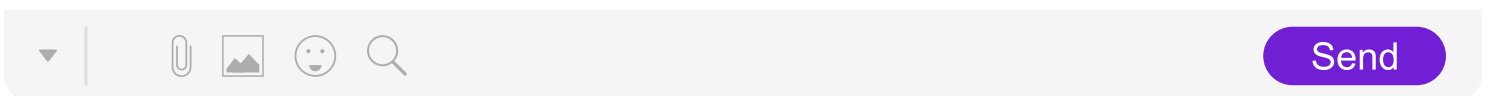
While browsing through your site, I noticed your [insert pain point] was [minimal, underused, etc.]. I believe this is something [company name] could help you out with.

We have helped around [approx. number of organizations] maximize their [insert pain point] through our [insert solution].

One of our clients has [achieved xyz success metric, link to PR hit].

If nothing else, I am genuinely sure that you'd at the least get some new ideas out of our call. I just need 20 minutes of your time. Does Tuesday afternoon work?

Regards,  
[Your Name]



# Sharing a Resource

New message ⋮

← → ↻  ☆ ☰

To

Subject **You may like this resource.**

Hi, [\[name\]](#),

Your latest article on [\[subject\]](#) got me thinking.

Our VP wrote an article about exactly this trend in [\[insert leading industry publication link\]](#).

I thought you might enjoy it. Keep up the great work.

Best,  
[\[Your Name\]](#)

▾ | 📎 🖼️ 😊 🔍 Send



# Problem-Agitate-Solve

New message ⋮

← → ↻  ☆ ☰

To

Subject **Let's cross something off the to-do list today.**

Hi, [\[name\]](#),





When's the last time you finished everything on your daily to-do list?

If you're like most busy executives, you're adding items to the list faster than you're able to cross them off.

I think [\[insert product/service\]](#) may be able to help you cross one thing off that to-do list. Our product can [\[insert description\]](#), so you don't have to. Check out what [\[insert publication\]](#) had to say about our product.

Since this is all about saving time, I'd be silly to waste any of yours. I just need 20 minutes, and in exchange, you may be able to get an entire day back!

Looking forward to connecting with you,  
[\[Your Name\]](#)

▾ |     Send



# Short and Sweet

New message ⋮

← → ↻  ☆ ☰

To

Subject **Just a quick note.**

Hi, [name],

My name is [your name], and I'll keep this quick.

I'm [insert role] of a [insert type of company] company, and we offer [insert product/service] that saves busy executives like you [X number of hours/x amount of money/etc.] each [week/month/quarter/year].

In fact, [insert influencer/business leader name] is a huge fan of [product/service] and just endorsed it on their [podcast, channel, etc.].

Could I have 10 minutes of your time next week for a personalized demo that'll make it clear why companies like [insert satisfied customers] love our product?

Talk soon!  
[Your Name]

▾ | 📎 🖼️ 😊 🔍 Send



# Finding the Right Person

New message ⋮

← → ↻  ☆ ☰

To

Subject **Can we talk about [insert industry pain point]?**

Hi [name],

I really loved your latest post on LinkedIn about [personalize]. It appears that you might be the right person to discuss [pain point] with. If I am totally off the mark, can you please do me a favor and point me in the right direction?

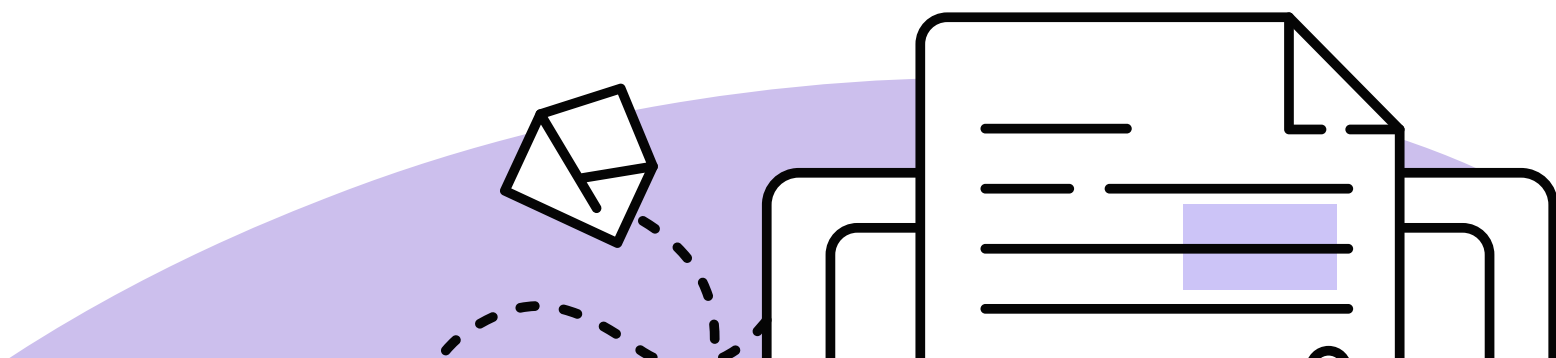
I'm [your name], and I lead the [insert department or team] efforts at [your company]. We've recently launched a new solution that [one sentence pitch—what your solution does].

We were recently [featured/interviewed/reveiwed] on/by [name of journalist/podcast host or name of publication], and they called us the [pull quote/sentence/comment akin to "next big thing"].

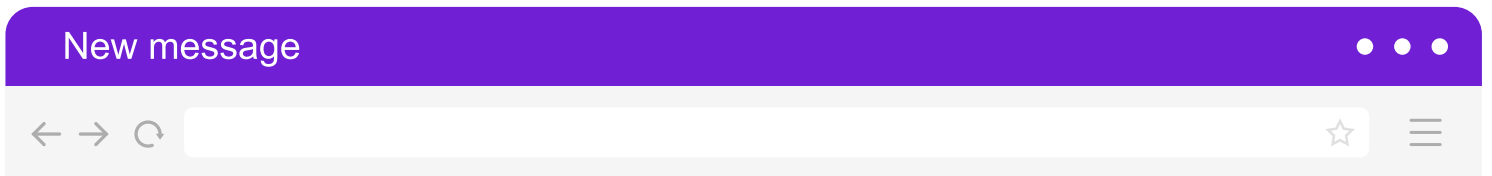
Again, I am so sorry if I have the wrong person! I really appreciate your help.

Thank you!  
[Your Name]

▾ | 📎 🖼️ 😊 🔍 Send



# Introduce Yourself



To

Subject **Hello, fellow [alum/sports fan/dog lover/coffee afficiando] here!**

Hey [First Name],

I love what you guys are doing at [their company.] And, while I hate sales emails as much as the next person, I'd totally be kicking myself if I didn't at least introduce myself as a potential resource for you. I work with businesses in the [insert industry] industry and noticed your company on [insert social media, ad, etc.].

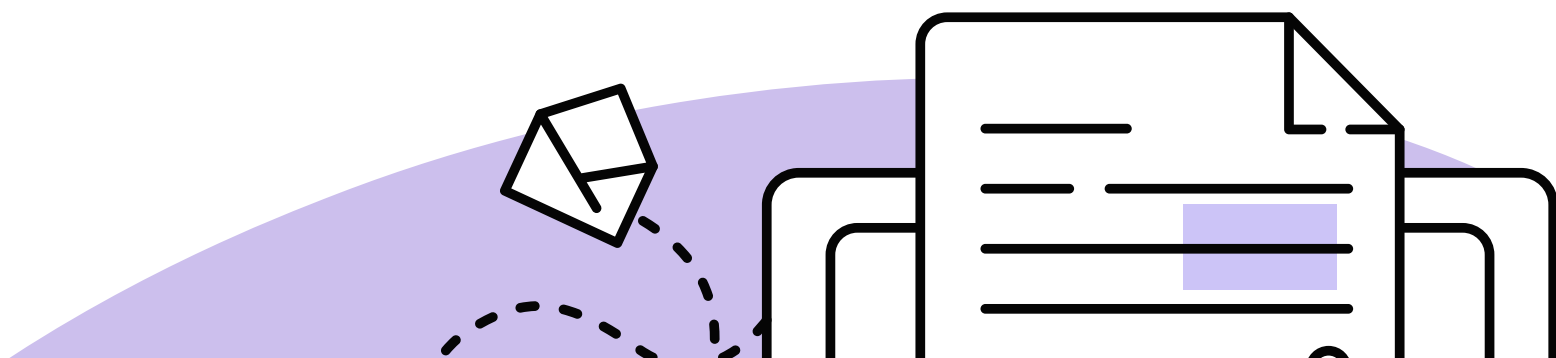
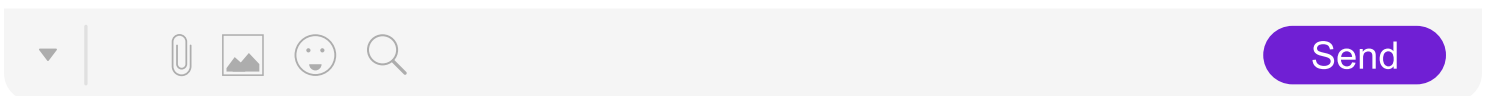
This inspired me to spend a few minutes on [their company] website to learn more about how you're approaching [Sales/marketing/billing services/operations/etc.]. I noticed some low-hanging areas of opportunity and decided to reach out to you directly.

[Your company] is working with similar companies in your industry, such as [insert company], to help them accomplish [Y goals], and give them the [Z tools/solutions] to succeed. Our successes with [insert company] were actually featured in [insert publication] as a way to push the [insert industry] forward.

I promise I wouldn't waste a fellow [alum/sports fan/dog lover/coffee afficiando] time if I didn't think my ideas would actually help you. Just 15 minutes next week, por favor?

Looking forward to meeting,

[Your Name]





# Recent News

New message ⋮

← → ↻  ☆ ☰

To

Subject **Congrats!**

Hey, [First Name],

Many congratulations on [prospect's recent achievement].

I saw your great news on [LinkedIn / your company website / publication]. It's clear that you're going to have quite an impact on the [market/industry].

We, at [your company], are always looking for companies with [something related to achievement, i.e. "established leaders" or "innovative solutions" etc.]. As an introduction, here is a feature in [insert publication] about [similar achievement / company we worked with that had similar product / how we are innovating in the industry / etc.].

If you ever need [your offering], or want to chat about [your industry], I'd love to talk shop. I'm free later this week. Does Thursday work for you?

Thanks,

[Your Name]

▾ | 📎 🖼️ 😊 🔍 Send



COLD EMAILS

# Sorry I Missed You

New message ⋮

← → ↻  ☆ ☰

To

Subject **Sorry I missed you!**

Hi, [\[First Name\]](#),

Sorry I missed you on the phone earlier today. I was actually calling because [insert brief reason for your call or name of referral that introduced you](#).





In my voicemail, I mentioned that I would call you back on [\[date and time\]](#). Let me know if that works with your schedule. Of course, you're always welcome to reach out to me before then at [\[your phone number\]](#).

I really look forward to connecting with you soon. I'll reach back out on [\[date\]](#).

Thanks,

[\[Your Name\]](#)

P.S. If you are anything like me and can't get enough of podcasts, you may actually really like this one [insert podcast, press hit, video, etc.](#). Aside from some awesome industry insights, our VP actually shared a story about a company just like yours that went from [x to y](#).

▾ |     Send



# Industry Knowledge

New message ⋮

← → ↻  ☆ ☰

To

Subject **[their company's recent action]**

[First Name],

I follow several industry news publications [list publications/podcasts/etc.], and I noticed you've [insert company action, news, etc.]. [If the news is positive, offer congratulations].

Usually when that happens, [business pain point or initiative] becomes a priority. That's why I thought you might be interested in finding out how we helped [insert satisfied customers] transition and grow into their new role in the [insert industry] industry.

Here's an [article / case study / podcast / interview] that covers how we helped them achieve [insert goal] without all of the usual trial and error.

If you'd like to learn more, let's set up a quick call. How does [time and date] look on your calendar?

Looking forward to it,  
[Your Name]

P.S. If you're not the right person to speak with, please accept my apologies. I'd super appreciate it if you could point me in the right direction?

▾ | 📎 🖼️ 😊 🔍 Send



# Flattery

New message

← → ↻ [input field] ☆ ☰

To

Subject **You've got fan mail!**

Hello, [First Name],

I've/I'm [been a customer for several months; a big fan of your blog; etc.]. I actually hesitated in writing this email because I know how much we all love sales messages (insert eye roll here)...but alas, I'd really kick myself if I could have actually helped you as a client but chickened out! We work with companies like yours, by helping them [insert what your company does].

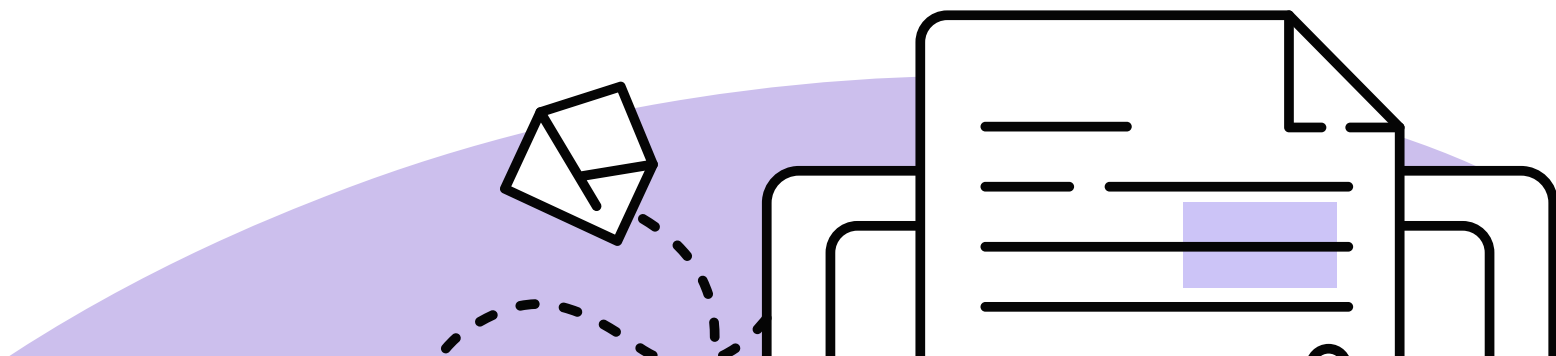
Here's an example of what [your company] did for [well-known satisfied customer] featured in [insert publication].

If there's any chance [their company] might need any help with [insert what your company does], please keep your humble servant and, dare I say—#1 fan—in mind?

If you are feeling really generous, I'd love 15 minutes of your time. I promise not to ask for selfies.

Best,  
[Name]

▾ | 📎 🖼️ 😊 🔍 Send



# Response to Social Media Post

New message ⋮

← → ↻  ☆ ☰

To

Subject **Your [insert platform] post is spot on**

Hi, [Name],

I wanted to tell you that I [read/watched] your post about [topic] on [social media platform], and it was really great. You clearly have a pulse on what's happening.

You mentioned that [your product/service] is becoming essential for [business practice]. Since [your company] was featured in/on [insert publication/podcast] for working with business leaders like yourself, I was wondering if I could shoot some ideas your way?

15 minutes. Tops. You choose the time! I'll bring the wine...I mean coffee.

[Your Name]

▾ | 📎 🖼️ 😊 🔍 Send



# Middle of Funnel

In middle-of-funnel marketing, you've already established some contact. You aren't a stranger. Here, prospects are in the exploration and evaluation phase. Basically, they are doing their research.



# Welcome

New message ⋮

← → ↻  ☆ ☰

To \_\_\_\_\_

Subject **Welcome, [First Name]!**

\_\_\_\_\_

Hello, [First Name],

Thank you so much for your interest in [your company].

We built [product/service] for folks just like you.

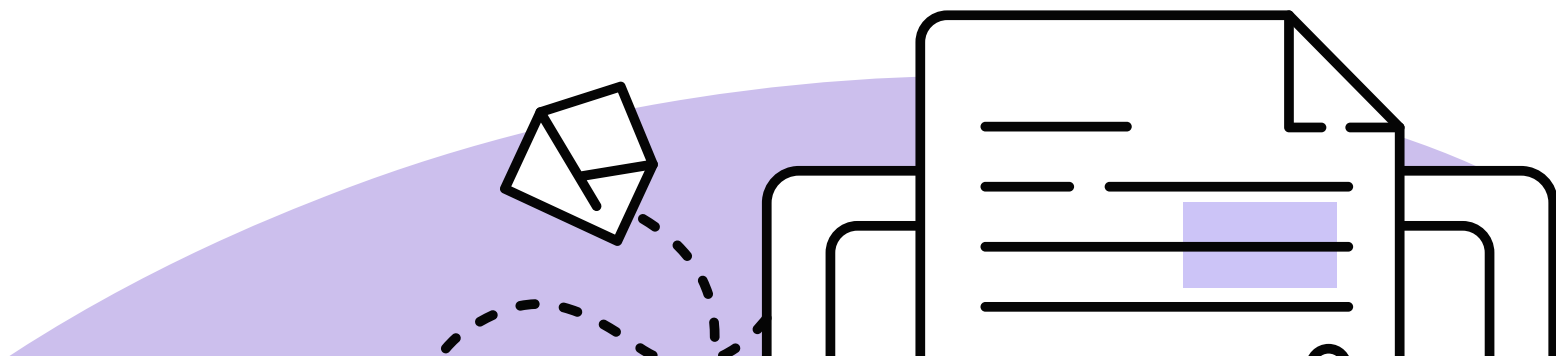
Here are some quick links to content that may help you with your challenge around [xyz]. Each of these [posts/videos/articles] has received over [insert number of downloads / views] in the last month alone:

[List of popular material]

If you hit reply and tell me which was your favorite, [Insert funny offer akin to: I'll send you a picture of my cat who looks like just Sienfeld; or I'll tell you the secret ingredient to my hot sauce recipe.]

Regards,  
[Your Name]

▾ | 📎 🖼️ 😊 🔍 Send



# Research or Study

New message ⋮

← → ↻  ☆ ☰

To

Subject **Latest study on [XYZI].**

Hi [First Name],

We just released our latest study on [xyz].

I thought the [paragraph on page 2] was particularly relevant to what we talked about last time.

TL;DR - Check out this article in [insert publication] that covered the highlights.

Catch up soon?

[Your Name]

▾ | 📎 🖼️ 😊 🔍 Send





# Connecting After an Event

New message

← → ↻ [ ] ☆ ☰

To

Subject **Great meeting you, [First Name].**

Hey there, [First Name],

I really enjoyed meeting you at [name of event] and learning more about what your organization does.

We talked briefly about [add topic], and I'd love to continue that conversation.

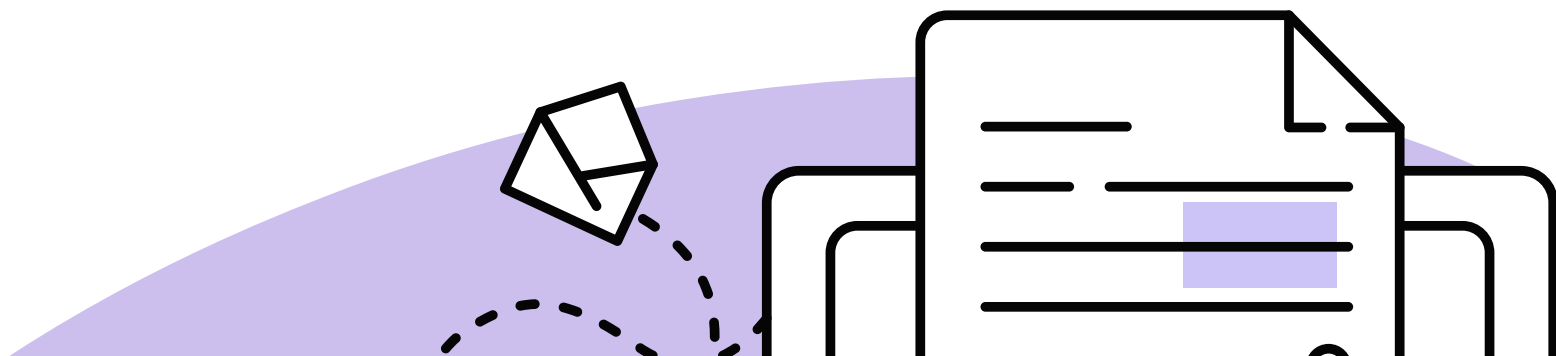
I work for [company name], and our president spoke about [topic] on [insert channel, publication, podcast] a few weeks ago. I'd love to see where our company processes align or how we may be able to work together.

Let me know which days and times work best for you. I'm flexible.

Hope you have a great day!

Regards,  
[Your Name]

☾ | 📎 🖼️ 😊 🔍 Send



# Connecting with Webinar Attendees

New message ⋮

← → ↻  ☆ ☰

To

Subject **Thank you for attending [name of webinar]!**

Thank you for attending [name of webinar].

One big topic we touched on, [insert topic], is integral to your industry. In fact, our CEO just shared her insight on this in [insert publication name/link] here. I was actually surprised by what she shared!

It would mean so much to me if you could share just one takeaway you got from the webinar. (If only so I can justify throwing more of these valuable free events to my boss. Ha!)

Hope to hear from you soon. Thank you!

Best,  
[Your Name]

▾ | 📎 🖼️ 😊 🔍 Send



# Requested Demo

New message ⋮

← → ↻  ☆ ☰

To

Subject **Thank you for requesting a demo!**

Hi, [\[First Name\]](#),





I'm reaching out today to schedule the demo of [\[insert product\]](#) that you requested. [\[Your company\]](#) is proud to have helped [\[insert approximate number\]](#) companies like yours reach [\[insert goals\]](#).

In fact, [\[insert publication\]](#) just published a story talking about our process for taking businesses from pained to productive.

Here is my calendar link [\[insert link\]](#) for you to choose the best date and time to schedule your demo, or in turn, please send me a link to yours and I'll choose a time. Thank you!

Best,  
[\[Your Name\]](#)

P.S. - I noticed [\[we went to the same school/cheer for the same team/love dogs/etc.\]](#). I look forward to connecting with you!

▾ |     Send



# Action-Based Trigger

New message

← → ↻ [ ] ☆ ☰

To

Subject **[First Name], we see you!**

Hey there [First Name],

Not to be creepy (...what a great way to start an email right?), but I noticed that you've been enjoying (I hope?!) the [the videos/newsletter/course] we've been sending.

Given that you are in the industry and doing [xyz], your feedback is very valuable.

Is there anything that you'd love to see that we haven't quite covered yet?

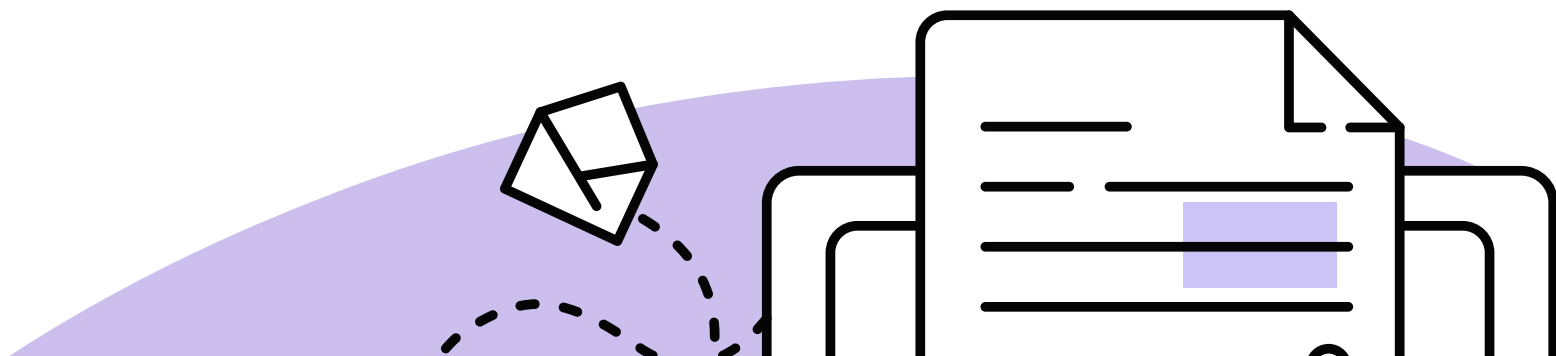
10 minutes of your time could allow us to much better serve you and others just like you.

Any reason to think that's an outrageous ask?

[Your Name]

P.S. If you also enjoy podcasts, you might really like this one. Our VP of Product shared their best practices on [xyz] here: [insert link to podcast].

▾ | 📎 🖼️ 😊 🔍 Send



# Follow Up After a Phone Call

New message ⋮

← → ↺  ☆ ☰

To \_\_\_\_\_

Subject **Great talking with you!**

Hi again, [\[First Name\]](#)

I really enjoyed our conversation earlier today. Thank you for helping me gain a better understanding of your and [\[company name's\]](#) goals.

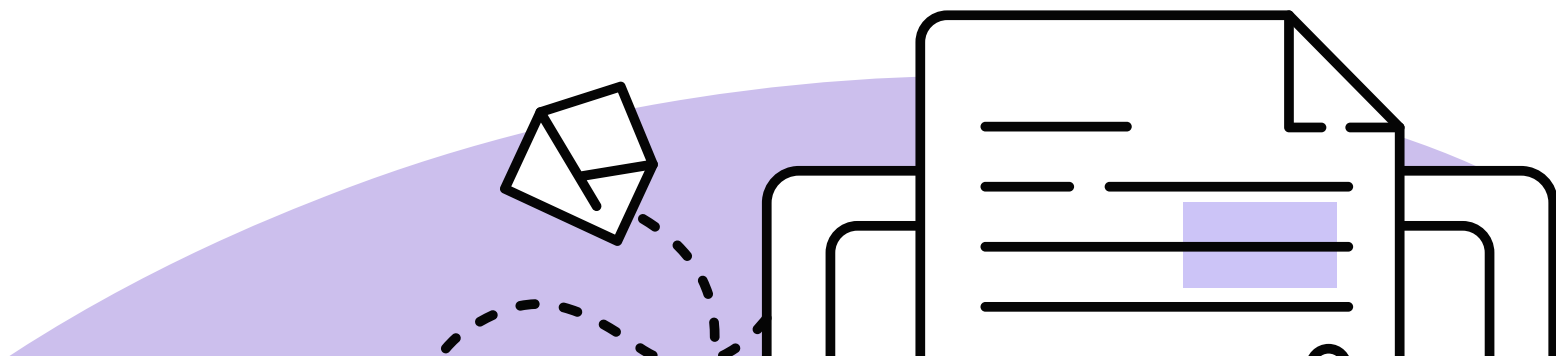
During our conversation, I mentioned how one of our clients was facing the exact same situation as you. Our solution was such a success for them that [\[leading industry publication\]](#) covered the case study: [\[insert link to article here.\]](#)

Look forward to connecting again next week and meeting more of your colleagues.

Thanks again for your time!

[\[Your Name\]](#)

▾ | 📎 🖼️ 😊 🔍 Send



# Follow Up After an In-person

New message ⋮

← → ↻  ☆ ☰

To

Subject **A pleasure chatting with you, [First Name]!**

Hey there, [First Name],

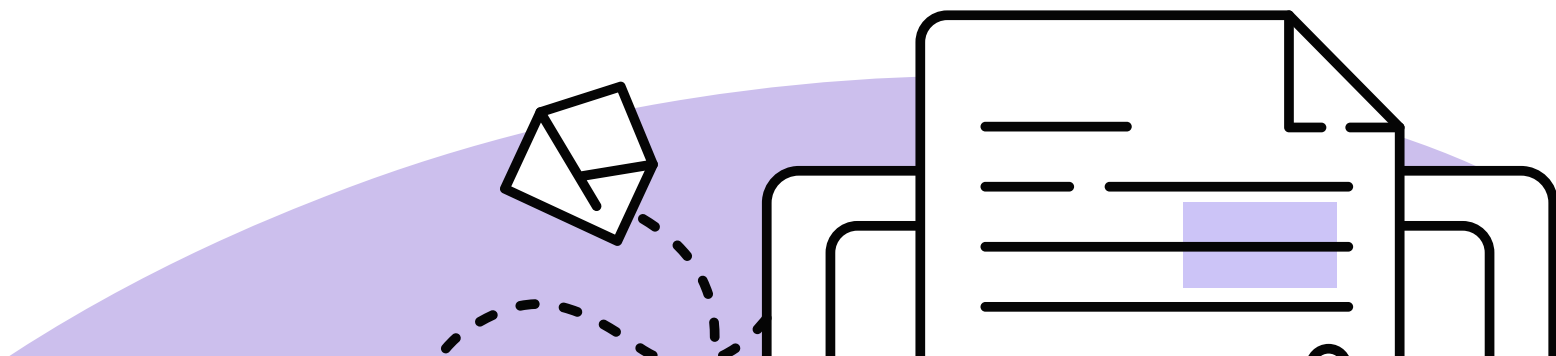
It was great meeting you at [insert place]. Thanks for sharing some background on [their company] and shedding some light on the challenges you are facing.

While I've been working at [your company] for [x] years now, I've never been this excited. Our new leadership has been really putting a focus on customer excellence. I wanted to share this [article, podcast, clip, etc.] with you that tells the story better than I could.

Talk soon!

Best,  
[Your Name]

▾ | 📎 🖼️ 😊 🔍 Send



# Follow Up After a Meeting

New message

← → ↻ [address bar] ☆ ☰

To

---

Subject **Thanks for meeting with me.**

---

Hey, [First Name],

Thank you for a great meeting today. I really enjoyed our conversation about [company name] and learning more about your role on the [insert team].

As promised, I am sharing the resources I mentioned during our conversation about [resolving company pain points].

I'd also like to share this [article, video, etc.] from [previous client / industry influencer/etc.] about their experience with our [product/service].

Once again, thank you for taking time out of your busy schedule to meet with me.

If you have any questions, please don't hesitate to reach out. We'll be in touch soon with our plan of action.

Have a great week!

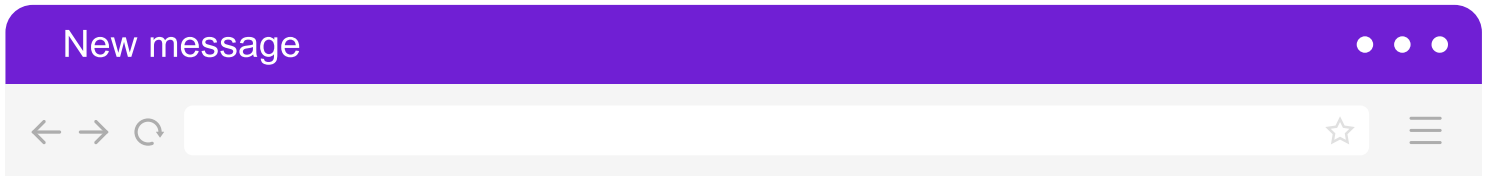
Thanks,

[Your Name]

☐ | 📎 🖼️ 😊 🔍 Send



# Follow Up After a Voicemail



To

Subject **Sorry I missed you! RE: Follow up from my voicemail**

Hey there, [\[First Name\]](#),

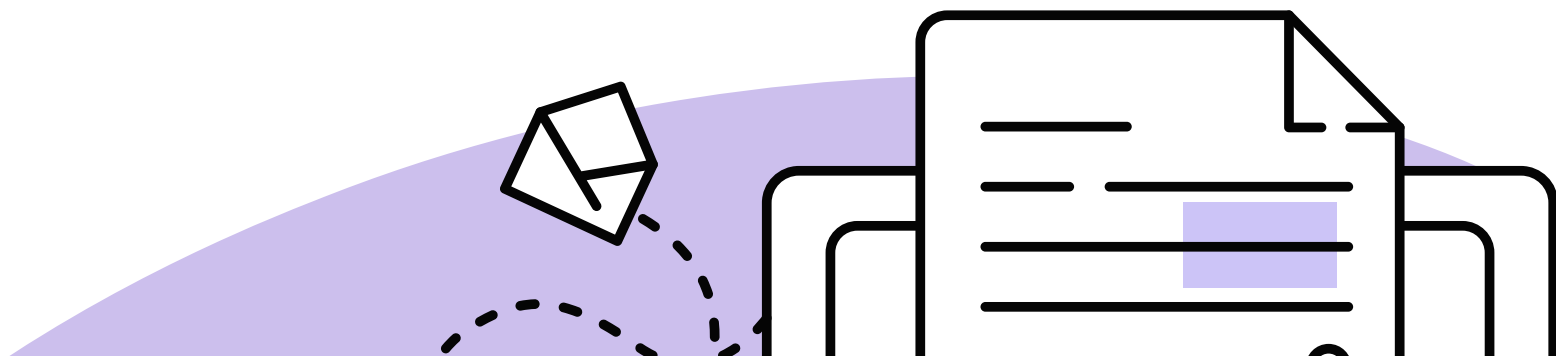
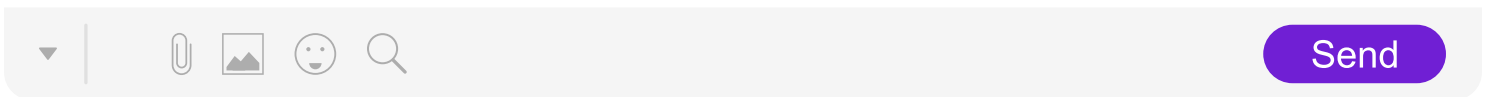
I just left you a voicemail and wanted to shoot you an email in case this is your preferred communication method. I want to get your insights on [\[insert reason for calling\]](#).

[\[Your company\]](#) was just featured in [\[insert publication\]](#) talking about [\[insert reason for calling\]](#). I thought it would resonate given our last conversation.

When you are free, give me a call back at [\[number\]](#) or reply to this email.

Talk soon, take care.

Best,  
[\[Your Name\]](#)





## FOLLOW-UP EMAILS

# When a Prospect Asks You to Follow Up Later

New message ⋮

← → ↻  ☆ ☰

To \_\_\_\_\_

Subject **[First Name], ready to take another look?**

The last time we talked, you requested that I contact you in [\[two weeks\]](#).

I know schedules can book out fast so I'd love to see if we can carve out just 20 minutes for the demo.

Let me know which time works best for you, and I'll do my best to make it work on my end!

Looking forward to connecting.

Regards,  
[\[Your Name\]](#)

P.S. [\[Publication\]](#) just published an article about how our solution is shaking up this space. I thought you might enjoy seeing it: [\[insert link\]](#)

▾ | 📎 🖼️ 😊 🔍 Send



# Revive a Ghosted Prospect

New message ⋮

← → ↻  ☆ ☰

To

Subject **It's been a while, [First Name]?**

Hey, [First Name],

Was it something I said? I thought we had something good going!





Long time, no talk! I may have dropped the ball a bit on our conversation—things have been a little hectic with [\[insert reason things may be hectic: school starting, summer vacation, the holidays, close of quarter, etc.\]](#). But I wanted to follow up since its been a bit since I last heard from you.

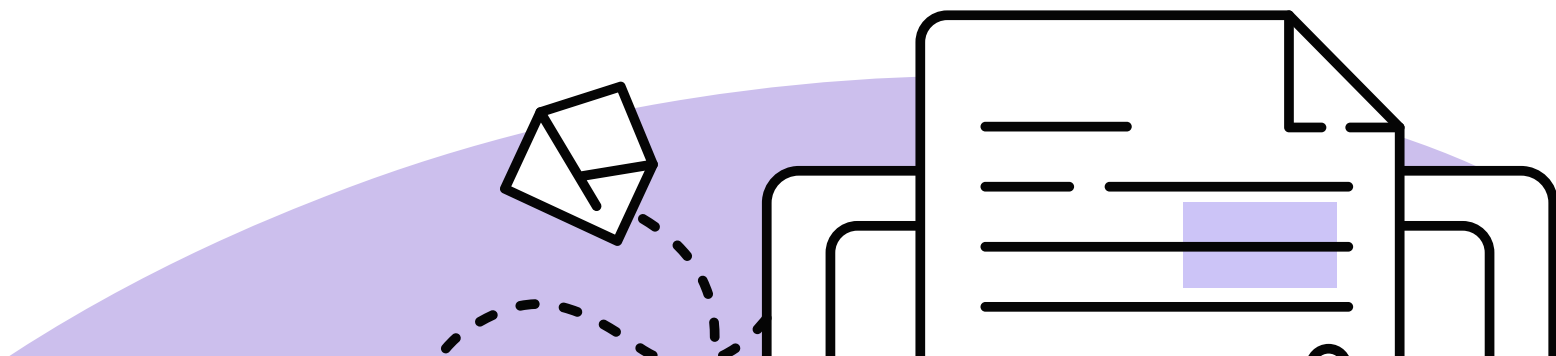
[\[Your company\]](#) was just featured in [\[insert publication\]](#) talking about [\[topic relevant to recipient\]](#). I thought this might be of interest to you, given our last conversation.

[\[Link\]](#)

I'd love to reconnect with you and hear any updates on [\[xyz product development / your communications strategy / latest project\]](#). Coffee (on me)?

Best,  
[\[Your Name\]](#)

▾ |     Send



# Press Release

New message



To

Subject **[Company Name]: Exciting Update**

Hi, [First Name]!

Just last week, we announced [new business features, expansion, etc.], but I wanted to drop in your inbox to tell you more about the exciting news personally.

In the near future, [company name] will be [adding features, expanding into a new market, partnering with an organization] to accomplish [specific goals].

Next week our CEO is doing a fireside chat with [business influencer] talking about our [news], as well as sharing insights on where our industry is headed.

Here's the link: [link]

I hope you can make it!



Send



# Educational Content

New message ⋮

← → ↻  ☆ ☰

To

Subject **I need your opinion, [First Name]**

Hi there, [First Name],

We recently published an e-book titled [title of ebook], which shares exclusive [details about the topic of the book].

We are sharing it exclusively with our email subscribers for the first month!

Here is a rundown of what the e-book covers:

[Topic 1]

[Topic 2]

[Topic 3]

[Business influencer] has already read it and given it a glowing review. Read what she has to say on [social media platform].

Will you let me know what you think of it?

Happy reading!

▾ | 📎 🖼️ 😊 🔍 Send



# Standard Newsletter

New message ⋮

← → ↻  ☆ ☰

To

Subject **[Company Name]: Monthly Newsletter**

Hey there, [First Name],

[Month] has been a big one for [company name]. We've [action item one], [action item two], and even been featured in [publication name]!

[Details and graphic about action item one]

[Details and graphic about action item two]

[Graphic, promo copy, and link to PR hit]

That's all for now! Let us know what you're up to in [industry] on social media at [insert social handles].

▾ | 📎 🖼️ 😊 🔍 Send



# Discounts and Promo Codes

New message ⋮

← → ↻  ☆ ☰

To \_\_\_\_\_

Subject **A couple deals to say “thanks!”**

Hey, [First Name],

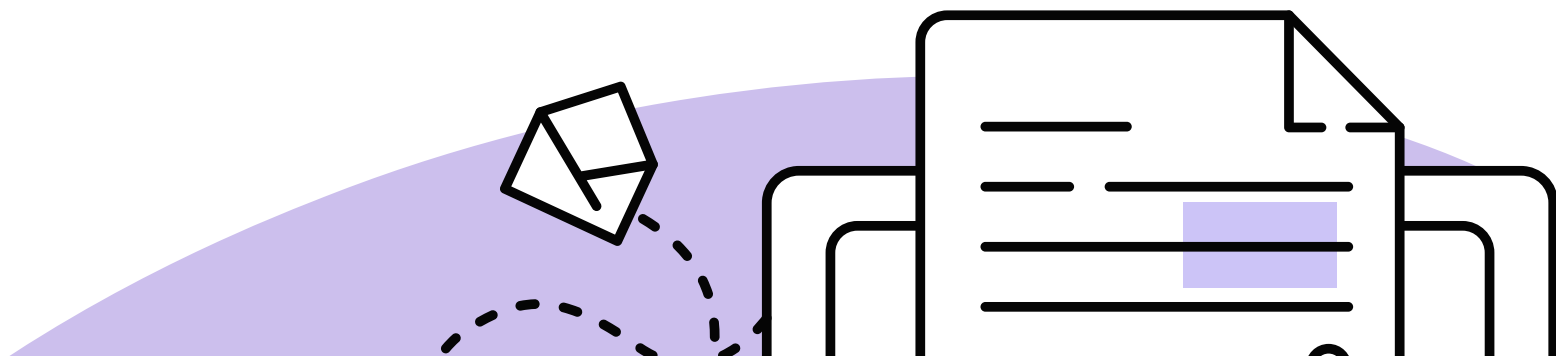
You are an extremely valued customer of [your company name]. To thank you for your loyalty to [company name]'s products and services, we'd love to extend a few offers to you so you can [upgrade your service, try add-ons, etc.].

[Use the code XYZ and get 20% off  
Get 15% off by buying more than 5 accounts.]

Wondering what value [new product, add-ons, whatever you are promoting here] brings? Check out this video from [satisfied customer/business influencer] about how they use our products to optimize their business processes and achieve goals.

Yours sincerely,  
[Your Name]

▾ | 📎 🖼️ 😊 🔍 Send



PROMOTIONAL EMAILS

# Free Offer

New message



To

Subject **I'd love your feedback!**

Hi, [\[First Name\]](#),

I am with [\[your company\]](#), and we've just released a tool that helps [\[product managers/their title\]](#) like you do [\[XYZ\]](#) in a much shorter time frame.

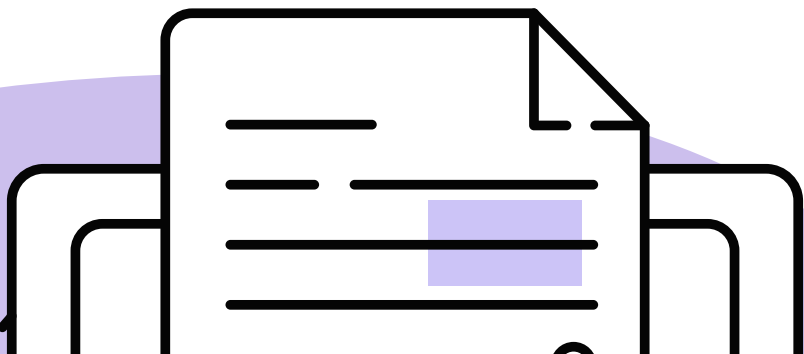
We are in beta mode and that means you don't pay a thing. Although we've received praise in [\[insert publication + link\]](#) and [\[insert publication + link\]](#), your feedback would mean so much.

If you'd be willing to check it out, I'd be happy to book some time on your calendar to give you a demo.

Thanks for your time!  
[\[Your name\]](#)



Send



# Bottom of Funnel

In bottom-of-funnel marketing, your consumer is close to making their purchase decision. They've done the research, compared options, and you're on their shortlist. Bottom-of-funnel marketing should focus on converting leads into purchasers.





CLOSING THE DEAL

# Similar Client

New message

← → ↺ ☆ ☰

To

Subject **They remind me so much of you!**

Hi there, [first name],

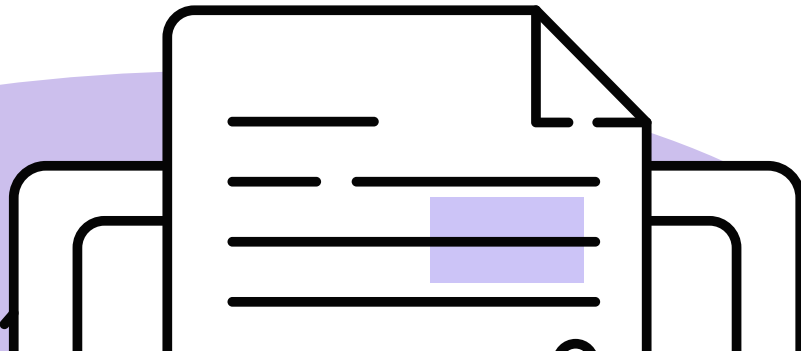
I was thinking about you today, and realized that you actually remind me so much of our clients at [other client company]. Like you, they had very smart leadership facing very similar challenges. [personalize how you wish.]

A year after working with us, they actually shared their success with [leading industry publication] here: [insert publication link]

Given the similarities and our success with them, I am now doubly confident that we can do the same for you.

Best,  
[Your Name]

▾ | 📎 🖼️ 😊 🔍 Send



# Share Success Stories

New message ⋮ ⋮ ⋮

← → ↻  ☆ ☰

To

Subject **I see this in your future!**





Hi there, [\[first name\]](#),

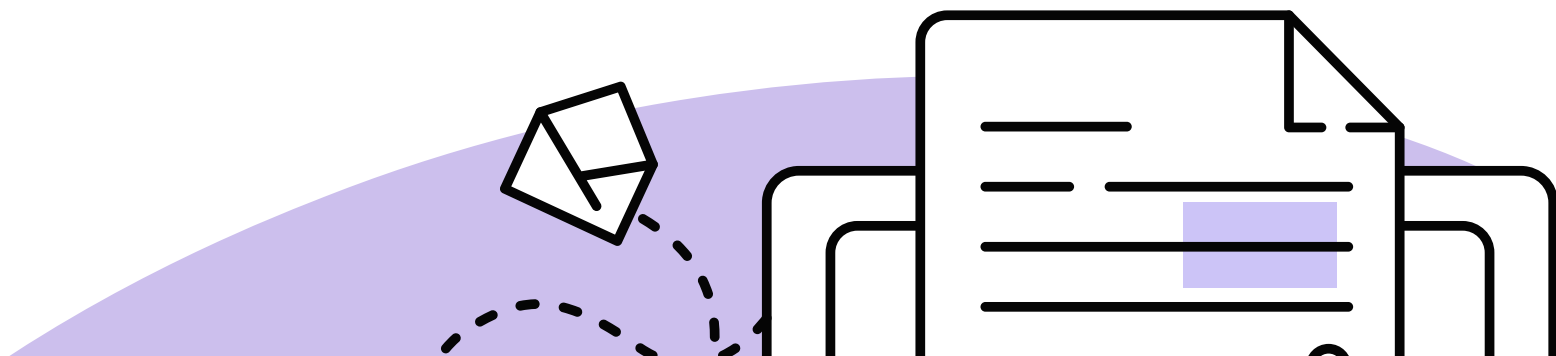
A client—that actually reminds me a lot of you—was just featured in [\[publication\]](#). They mentioned how we helped them [\[drive sales / improve customer experience / insert goal\]](#).

[\[Client company name\]](#) has been with us for just over a year now. We're really proud of their success.

I'd like to see [\[their company\]](#) in the headlines next! Let me know when you're ready to seal the deal.

Best,  
[\[Your Name\]](#)

▾ |     Send



# Plan Elements Overview

New message ⋮

← → ↻  ☆ ☰

To

Subject **Thanks for your time!**





Hi, [\[first name\]](#),

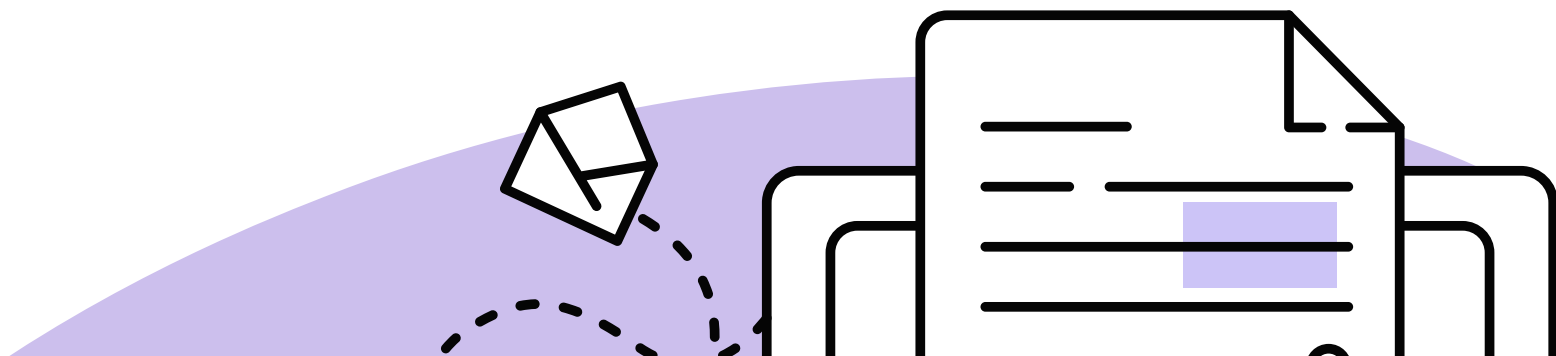
It was great to speak with you during our last meeting. Thanks so much for your time in letting our team present our key plan elements.

You asked a thoughtful question about [\[XYZ\]](#), and I realized our VP had actually done a much better job at answering your question in a recent publication, so I wanted to share it with you: [\[link\]](#)

Looking forward to hearing your team's thoughts on the presentation!

[\[Your name\]](#)

▾ |     Send



# Leave Room for Questions

New message ⋮

← → ↻  ☆ ☰

To

Subject **Any other questions?**

Hi, [\[first name\]](#),

As you're considering the best next steps for your business—which we hope includes a partnership with us at [\[your company name\]](#)—I wanted to reach out to see if you had any outstanding questions or concerns we may be able to address.

I'm sure you've already perused these, but here's a link [\[hyperlink\]](#) to our company's resource page and video demos for you to explore. Additionally, I'd like to share this recent [\[podcast, interview, video\]](#) featuring our CEO speaking at [\[event, show, etc.\]](#) about the recent success we've had in [\[company's industry\]](#).

Please let me know if there's any additional information I can provide for you. Let me know if you'd like to schedule a meeting to go over anything. I'm available to you!

Thanks for your consideration,  
[\[Your Name\]](#)

▾ | 📎 🖼️ 😊 🔍 Send



# After the Deal is Closed

New message

← → ↻  ☆ ☰

To

Subject **We're happy to have you!**

Hi, [\[first name\]](#),  
I wanted to personally express how excited I am that [\[their company\]](#) is partnering with [your company]!

Here's the link [\[hyperlink\]](#) to our demos and FAQs, but if you have any questions, please let me know. I'm happy to help however I can—or connect you with the best person to answer your questions.

Next week our CEO is doing a fireside chat with [\[business influencer\]](#) talking about our [\[news\]](#), as well as sharing insights on where our industry is headed.

Here's the link: [\[link\]](#)

I hope you can make it!

Talk soon,  
[\[Your Name\]](#)

▾ | 📎 🖼️ 😊 🔍 Send



# Updates

New message

← → ↻ ☆ ☰

To

Subject **We're stepping up our game**

Hey, [First Name],

How has [product/service] been treating you thus far? I hope your experience has been nothing short of awesome.

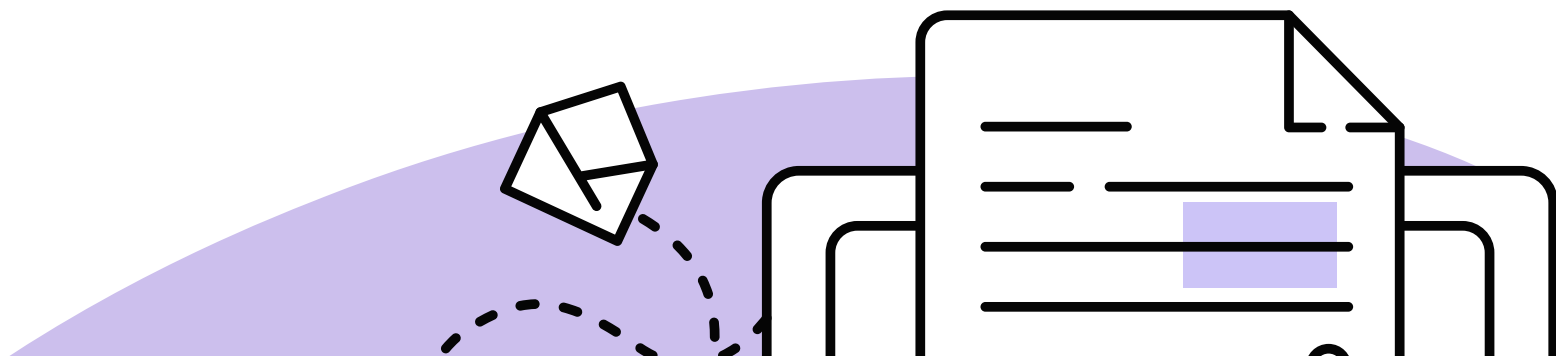
We actually just made an exciting announcement, and I wanted to make sure you heard it: There are new updates to [product/service]! We have added in a ton of new features, including [insert features/updates]. Our CEO teased these updates on [podcast name] and we're thrilled to finally be rolling them out.

The update will be free for you and all our users. Please update the software, and give me your feedback. I want to know what you love (or don't)!

If you have any queries, feel free to reach out. I am happy to help wherever I can—or connect you with the right person at [your company.]

All the best,  
[Your Name]

▾ | 📎 🖼️ 😊 🔍 Send



# Free Upgrade

New message ⋮

← → ↻  ☆ ☰

To

Subject **Treat Yo' Self**

Hey, [\[First Name\]](#),

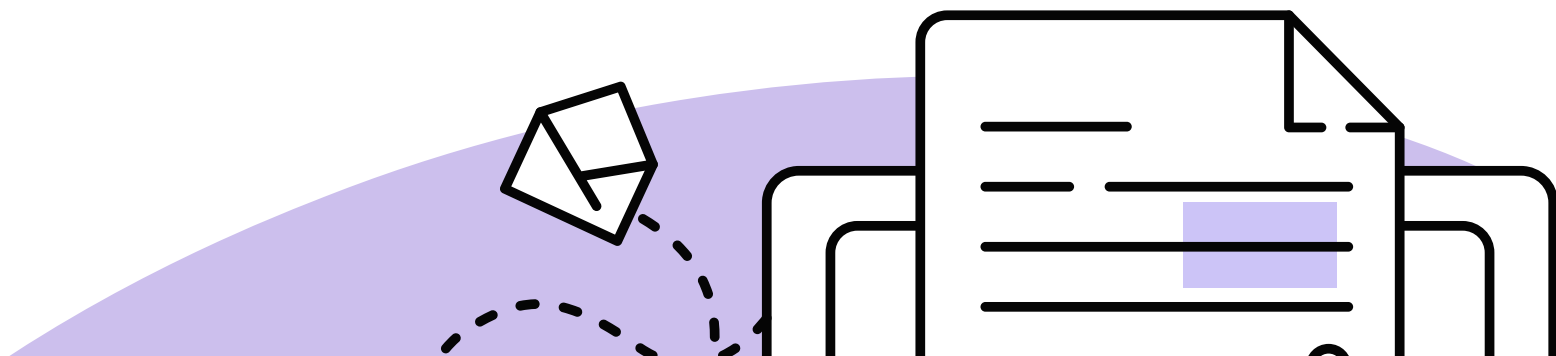
You have been actively using our tool for a while now, and we'd like to give you free three-month access to the enterprise pack. You'll still have access to all the amazing features you use now, but you'll also gain the ability to [insert upgrade values](#).

Here's the link [\[hyperlink\]](#) to our demos and FAQs, but if you have any questions, please let us know.

Thanks,  
[\[Your Name\]](#)

P.S. Our CEO was just featured in [\[publication name\]](#)! She talked about the benefits our enterprise-level customers get from our product, which prompted us to temporarily upgrade you so you can see what you've been missing out on!

▾ | 📎 🖼️ 😊 🔍 Send



# Extended Free Trial

New message ⋮

← → ↻  ☆ ☰

To

Subject **We have some news!**

Hello, [First Name],

Your [time period] free trial is nearly up. We hope you have been getting the most out of [product name].

Here's some good news for you!

Your journey with [product name] does not have to end this way!

We're giving you an extended one-month free trial, provided you sign up for at least [5+1 months]. We know our customers reap the benefits of choosing us, but if you're not sold yet, check out this feature in [publication] about [customer company's name] recent success.

You can do this by clicking here. [hyperlink]

If you have any questions, please feel free to reach out. Alternatively, you can also check out our FAQ page.

Regards,  
[Your Name]

▾ | 📎 🖼️ 😊 🔍 Send





# Upgrade Existing Account

New message

← → ↻ [input] ☆ ☰

To

Subject **Upgrade your account now!**

Hi there, [\[First Name\]](#),

It appears your free trial will be expiring in [\[time period\]](#). I hope your experience using [\[product name\]](#) has been a productive and fruitful one.

Our plans start as low as [\[\\$X\]](#) per month. If you upgrade your account now, you will get extra premium features that will be launched next month.

[\[Explain premium features they can take advantage of\]](#)

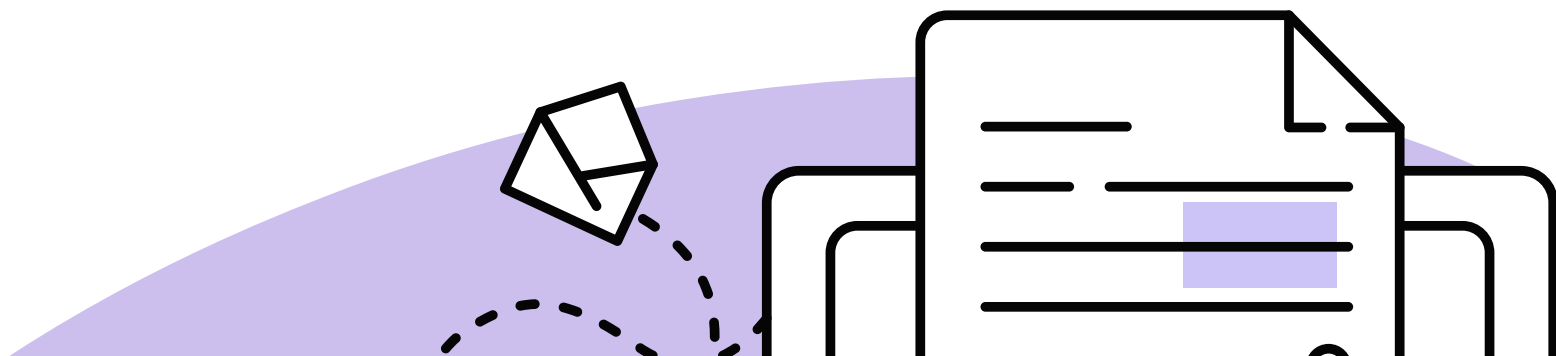
Please do remember that once your trial expires, you won't be able to access your account anymore—and all the work you've done will be erased.

Click here to find out more about our premium plans. [\[hyperlink\]](#)

If you still need some more convincing, see why [\[publication name\]](#) called us the [\[most important app / biggest time saver for product managers\]](#).

Best,  
[\[Your Name\]](#)

☾ | 📎 🖼️ 😊 🔍 Send



# Product A to Product B

New message ⋮

← → ↻  ☆ ☰

To

Subject **Something for you to consider....**

Hey, [\[First Name\]](#),

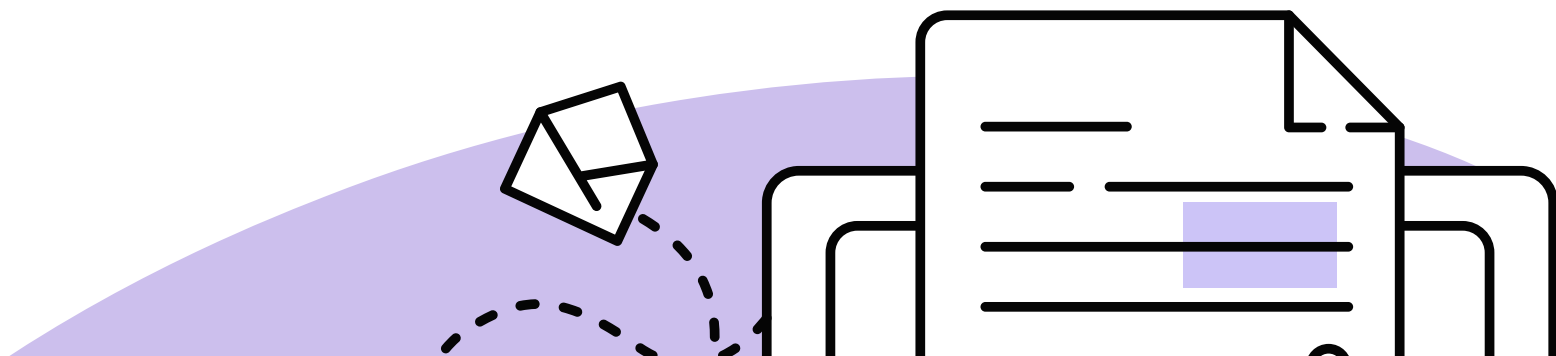
We hope you are loving our [\[product A\]](#). Our customers that have used [\[product A\]](#) have doubled their productivity and sales closing rates with [\[our product B\]](#). If you are willing to have a look at it, we would be happy to provide you with a trial and a demo.

In fact, here's a [\[video, article, etc.\]](#) from one of our customers, [\[company name\]](#), showing how they use [\[product B\]](#) to optimize their business processes.

Please let me know if you have any questions or would like to schedule a demo.

Looking forward to hearing from you,  
[\[Your Name\]](#)

▾ | 📎 🖼️ 😊 🔍 Send



# Give them Insights (and a Compliment)

New message

← → ↻ ☆ ☰

To

Subject **[First Name], [your productivity was up by 5% last week]!**

Hey, [First Name],

Your team's productivity was up by 5% last week!

Keep up the good work!

If you upgrade your account to [add the name of plan], you can gain daily insights into [add specific metrics they can see or anything interesting].

In an article from [publication name], business leader [influencer name] talks about how the insights from our app helped his team gain eight hours back per work week!

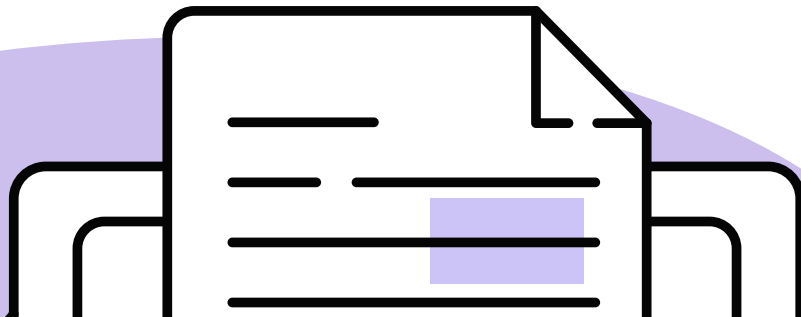
Upgrade your account by clicking on the link below, or reply back and let us know if you have any questions.

[link]

Have a great day!

Best,  
[Your Name]

▾ | 📎 🖼️ 😊 🔍 Send



# Further Recommendations

New message ⋮

← → ↻  ☆ ☰

To \_\_\_\_\_

Subject **Pssst! [First Name], these are exclusively for you!**

Hi, [First Name],

Based on your recent purchase of [product], here is a list of items that you may also like:

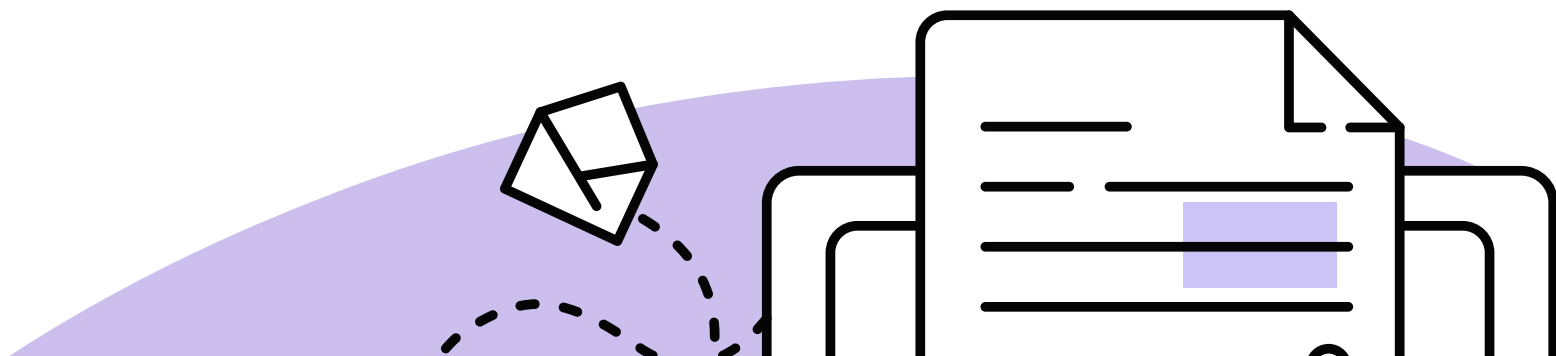
[Item 1]  
[Item 2]  
[Item 3]

These are some of [insert influencer name]'s favorite products from [your company name]. She talks about how she uses them daily in her recent post on [social media platform].

All of these products are on sale for a limited time only! Here's your personal discount code: [code]

Best,  
[Your Name]

▾ | 📎 🖼️ 😊 🔍 Send



BEFORE YOU LOSE THEM

# Reassure They Want to Leave

New message

← → ↻ [address bar] ☆ ☰

To

Subject **Before we part ways....**

Hey, [First Name],

It's been a while since we last heard from you.

We had a brief conversation about the difficulties with [pain point], and [your company name] could help in resolving the issue over [a period of 6 months].

In fact, we were recently featured in [publication name] for the groundbreaking success we had with [satisfied customer] and our exclusive [process, product, service].

Are you still interested in this proposition?

If not, then let me know, and I can go ahead and close your file.

Best,  
[Your Name]

📎 🖼️ 😊 🔍 Send



BEFORE YOU LOSE THEM

# Offer Resources

New message ⋮

← → ↻  ☆ ☰

To

Subject **Last chance!**

Hey, [First Name],

I've reached out a few times to connect with you about [mention reason you reached out].

Since I haven't heard back from you, I'll assume either the timing isn't right or you are already using a different [product/service].

I am sharing some resources with you that are beneficial for professionals and companies dealing with [pain point], including an article from our president that was featured in [publication name], where he describes the changing landscape of [industry].

[Resource 1]  
[Resource 2]  
[Resource 3]

If you ever require my assistance in the future, I would be more than happy to reconnect. I am sharing my contact information for future reference.

[Contact information]

Take care!

Best,  
[Your Name]

⌵ | 📎 🖼️ 😊 🔍 Send



BEFORE YOU LOSE THEM

# Sad to See Them Go

New message ⋮

← → ↻  ☆ ☰

To

Subject **We're sad to see you go!**

Hey, [\[First Name\]](#),

You will be missed!

I haven't heard from you in a while, so I assume the timing isn't right, or our [\[product/service\]](#) isn't something you need right now.

I'll check back again in a few months to see if perhaps you have changed your mind.

Until then, all the best!

Regards,  
[\[Your Name\]](#)

P.S. I wanted to share this awesome resource with you. Our CEO was recently featured in [\[publication name\]](#). This [\[article, podcast, interview, etc.\]](#) talks about some of the biggest changes for businesses in [\[industry\]](#) to be aware of this year.

▾ | 📎 🖼️ 😊 🔍 Send



BEFORE YOU LOSE THEM

# Creating a New Follow-Up Cycle

New message

← → ↻ [ ] ☆ ☰

To

Subject **What are your thoughts on this?**

Hey there, [First Name],

I wanted to reach out to you again because I truly believe our [product/service] can help your team reach [specific goals].

Since I haven't heard back from you, I assume you are probably no longer interested, or this simply isn't a good time to discuss implementing a new system for your team.

I'll check back again in six months to see if there is a need for our [product/service]. In the meantime, I'd like to leave you with this informative [article, podcast, interview, video, etc.] from our company founder that talks about some of the biggest changes for businesses in [industry] to be aware of this year.

Have a great week ahead! And I hope to reconnect with you in the future!

Best,  
[Your Name]

▾ | 📎 🖼️ 😊 🔍 Send





BEFORE YOU LOSE THEM

# One Last Email!

New message ⋮

← → ↻  ☆ ☰

To

Subject **One last email!**

Hey, [\[First Name\]](#),

I thought I'd reach out one last time before closing your file.

If you haven't had the chance to reply to my emails, I totally get it. But if you are simply no longer interested, I will stop clogging your inbox!

I am attaching my contact information just in case you do decide to reach out in the future. Until then, I'd like to leave you with this great [\[article, video, etc.\]](#) in [\[publication name\]](#) of our CEO talking about some of the biggest challenges for businesses in [\[industry\]](#) to be aware of this year.

Hoping to reconnect with you in the near future.

Best,  
[\[Your Name\]](#)

▾ | 📎 🖼️ 😊 🔍 Send



# The Bottom Line

If you are a B2B company, nothing beats powerful third-party credibility and advocacy in building a solid pipeline. Integrating earned media into sales will make any outreach stronger.





# Need help getting started?

We hope these templates will serve you well. Better yet? [Reach out](#), and let us manage your marketing and PR from stem to stern!

[zenmedia.com](https://zenmedia.com)

