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**INBOUND COPYWRITING SERVICES**

# **EMAIL MARKETING**

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**SOCIAL MEDIA COPYWRITER**

# COLD EMAIL

## LINK BUILDING COLD EMAIL

The email series is used to boost your link building efforts. It is highly effective when you are on a look out to increase your organic reach and grow your business.

To : Chris Lu

Subject: Are you ready to collaborate?

Hey Chris,

Happy Wednesday!

Just finished evaluating your AI tool.

It was a fruitful experience. I had to share some thoughts.

Firstly, I must congratulate that it indeed is a saviour and a value addition to my toolbox.

Secondly, I have written an in depth review blog on [tool\_name] and published it on my website.

Want to have a look? If you would love to add the link to your website, I got you: [article url] covered.

As a huge "thank you", I'd be happy to provide social share links if you need.

Regardless, I'll definitely be a frequent user. Keep it up with the brainstorming assistance, as I call it.

Thanks,

Nikhila

## PROMOTION COLD EMAIL

The email series is used to promote your company services. It is highly effective when you are on a look out to engage with your customers, specially when you are a startup.

To : John Williams

Subject: You're invited for a no commitment consultation.

Hey John,

I hope you are having a good Thursday.

I know how effort intensive evaluation could be, and how important it is to stay ahead of your competition.

Just launched an in-depth consultation service for businesses like you, to get the most out of your marketing efforts.

I brought to you a specially designed sneak-peak into our consultation service.

Want to discover if our consultation service is best fit for [Company\_name]?

Scheduled a [no commitment consultation](#) with me.

Cheers,

Nikhila

## MEETING COLD EMAIL

The email series is used to discuss a possible collaboration between the two businesses. It is highly effective when you want to break the ice.

To : Adam Cole

Subject: Are you available for a quick connect?

Hey Adam,

As a Head of Marketing, I thought you might find these stats interesting.

According to finances online, the global digital transformation market is projected to grow from \$469.8 billion in 2020 to \$1,009.8 billion by 2025.

With this exponential growth comes tremendous opportunities to connect with your audience, and plan a business expansion.

I have had opportunity to work with companies like [Company names] and lead their business expansions.

Adam, would you be free tomorrow, for a short 15 minutes call to take our conversation ahead?

Thank you and I look forward to hearing from you.

Cheers,

Nikhila