

Email 1

Subject: [FNAME], when does a cold email turn hot?

Hey [FNAME],

My name's xxxxx – owner of xxxxx. I'm reaching out to see if you'd be interested in getting more leads and conversions with the same ad budget.

I realize you probably get a boatload of cold emails every day, and that most of them aren't even coherent. But here's the thing: I know most (or all) businesses are looking for a way to convert more leads into customers.

What I also know is that we helped Texas Instruments make \$4M in new revenue by increasing their conversion rate over a year.

If you're tired of not maximizing revenue with your ad budget, shoot me a reply or schedule a quick call using the link below.

If you don't have that problem, that's great news. (Not for me, obviously.)

Cheers,

xxxxx

(email signature + Calendly link)

P.S. (personalization)

Email 2

Subject: I hate tooting my own horn but...

Hey [FNAME],

I wanted to show you exactly how we help companies like [COMPANYNAME] double and triple their Google shopping revenue. The strategies are numerous, but among them are:

- We optimize your product descriptions and titles using your correct keywords for your categories.
- We build out international campaigns for countries with higher purchasing power.
- We analyze your shopping campaigns to filter out low ROAS products.

In our line of work, there are more *pretenders* than *contenders*. The problem is sometimes telling them apart. Except when you have a desk drawer full of testimonials like this:

“xxxxx has helped us greatly boost our clients' sales from SEM and Shopping across Google, Microsoft, and emerging platforms. They're a very smart, reliable, senior team - and a great partner in leveraging advanced software to optimize our campaigns.”

xxxxx – (title, company)

It's not bragging if you back it up, is it [FNAME]?

If you want to crush [COMPANY NAME]'s Google Shopping goals, hit the reply button or schedule a quick call using the link below.

Cheers,

xxxxx

(email signature + Calendly link)

Email 3

Subject: Content is king only if...

Hey [FNAME],

It's xxxxx again from xxxxx.

You've no doubt heard people say that content is king. And you probably realize that most people think of content like it's Kevin Costner's backyard baseball field in Field of Dreams.

However, you and I both know that *if-you-build-it-they-will-come* only works in the movies and certainly doesn't apply to content creation in 2021.

Two ways we help our clients win with content are by creating the kind of high-quality content that lands in USA Today and the New York Times, adding high authority backlinks and major media outlet legitimacy and traffic.

The other way is by utilizing all the long-tail keywords that most people still ignore. And when I say "*all*" that means dozens if not hundreds of long-tail keywords, like we did for **(company name from testimonial)**.

"Having worked with his team on content updates for very technical content on our site, I've found that his team is able to write content that is accurate while being easy to digest for a layman, which is great for general users. I wouldn't hesitate to work with his team again if given the chance."

xxxxx – **(title, company)**

If you want your content to be *royally* effective, shoot me a reply or schedule a quick call using the link below.

Cheers,

xxxxx

(email signature + Calendly link)

Email 4

Subject: [COMPANYNAME] just doubled SEM revenue?

Hey [FNAME],

If I didn't mention how we helped Scuf Gaming double SEM revenue from \$16m to \$30m+, I wouldn't be doing my job.

What job is that?

Helping [COMPANYNAME] also double SEM revenue.

Our custom AI software wasn't created in a dingy basement laboratory by Dr. Frankenstein. But Dr. Frankenstein never got kudos from a WordPress executive either.

"xxxxx is well ahead of the curve in keeping up with new technologies to optimize marketing and sales channels. As a technical marketer, he has brought many innovative and effective growth tactics to the table. It is a pleasure to work with him."

xxxxx – CMO, WordPress.com

If you're interested in doubling your SEM revenue, shoot me a reply or schedule a quick call using the link below. Here's the [\(link\)case study\(/link\)](#) on our work with Scuf Gaming if you're interested.

Cheers,

xxxxx

(email signature + Calendly link)

Email 5

Subject: 4x ROAS?

Hey [FNAME],

It's xxxxx again and that 4x ROAS wasn't a typo. Are you interested in hearing about one of the many tactics we use to do that?

One piece of machine learning software that our data science team built discovers two important things:

1. Which of your customers spend the most
2. What types of products and services they use

Then we target those customers using those products and services. We just launched a Google Ads campaign for a client's new gaming headset and have already achieved \$10k monthly revenue and 4x ROAS.

One day machines will rule the world. But until then, we're going to use them to help [COMPANYNAME] grow its revenue and get the kind of results that get people like us promoted.

If you're ready for a salary bump, shiny new title, and that corner office with the killer view, hit the reply button or schedule a quick call with me using the link below.

Cheers,

xxxxx

(email signature + Calendly link)

Email 6

Subject: What if [COMPANYNAME] could...

Hey [FNAME],

The truth is that I wouldn't waste your time or mine if I didn't truly believe that we could help [COMPANYNAME] decrease CPC by 26%. (That's the end of the subject line statement, in case you were wondering.)

You're still dubious and that's OK. The social proof is in the pudding, isn't it?

"xxxxx is awesome to work with and delivers results – unlocking ROI+ SEM/Social at scale and pushing into long tail keyword categories. Creative growth and performance marketer that can accelerate testing capabilities and help open new channels like Google My Business / Local."

xxxxx – (title, company)

I know xxxxx can help you decrease CPC because we have done it for (company names). Getting more sales and making more revenue for the same amount of ad spend... that's what Christmas mornings are made of.

If you're interested in talking about how we can help [COMPANYNAME] lower its CPC advertising, shoot me a reply or schedule a quick call using the link below.

Cheers,

xxxxx

(email signature + Calendly link)

Email 7

Subject: "This is the business we've chosen"

Hey [FNAME],

It's xxxxx again. That's a movie quote in the subject field.

It's something Hyman Roth says to Michael Corleone in Godfather 2 that's just as apt in our business. Career longevity is dependent on results and if we don't get those results, there's always someone else waiting to take our place.

I'll be honest with you. I'm just an MIT grad who loves numbers more than words. Speaking of numbers, would you like to know how we created one of our secret sauces?

One of our machine learning models was designed by a physicist to rank marketing campaigns by ROAS. It then allocates more budget to the best performers. This is how we helped Scuf Gaming increase e-commerce sales revenue from 16M to 30M from SEM.

I get it; you're still skeptical. I can respect that.

If you've been having trouble managing your ad budget and getting results, hit the reply button or schedule a quick call with me using the link below. After all, career longevity doesn't grow on trees... didn't I tell you I like numbers more than words?

Cheers,

xxxxx

(email signature + Calendly link)

Email 8

Subject: Last chance?

Hey [FNAME],

Have you ever seen those Publisher's Clearing House mailers that have "Last Chance" plastered over the front of the envelope? But you just knew that you were getting five more after that anyway.

Well, this really is my last attempt to help [COMPANYNAME] double its SEM, create highly optimized SEO content, and convert more leads into customers. So, I thought I'd share one final way that we help companies succeed with their marketing efforts.

We recently helped RepairPal increase their landing page conversion rate from 2% to 5%, lowering customer acquisition cost by half. But isn't it more effective when clients do the bragging?

"xxxxx has played an incredible role in helping us hit all of our KPI's and helped RepairPal increase shop leads 2x in new channels. He's always been instrumental in our record breaking success."

xxxxx – VP of Sales and Business Development, Autotext.me

My guess is that you have a landing page or two that could be converting better, since this is one key to increasing revenue without increasing ad spend. Reply to this final email or schedule a quick call with me using the link below. (I guarantee you, it'll be worth your time.)

Cheers,

xxxxx

(email signature + Calendly link)