

## Zenzio Email Campaign

### Email 1

Subject: How can you get more leads, {FNAME}?

Hi {FNAME},

My name is XXX, owner of Zenzio. I'm reaching out to highlight a new service that could be a game-changer for you and also to offer you a very special price.

[Zenzio's Social media content service](#) for realtors is the easiest, most effective way to ensure you always have a steady stream of leads. Here are the details:

- We create 5 beautiful new social posts for you each week.
- You post these to your social accounts from your dashboard with 1 click.
- Each post includes hashtags and persuasive captions.
- You can choose a monthly or yearly plan and cancel at any time.
- There is no risk thanks to our 15-day money-back guarantee.

Here's how easy it is to get leads using this service:

1. Post the engaging social media content we create for you.
2. Watch the Likes, comments, follows, and DMs pour in.
3. Start or continue the conversation with those leads.
4. Do what you do best: Close them! It's that simple.

*"I'm so grateful I found your service. It has been a game changer!"*

– Jonathan M.

[Sign up today](#) and we'll lock you in at our **special limited-time rate** of \$199 per year, a 60% savings off the normal price of \$499. **Ditch the cold calls. Let the clients come to you!**

(signature)

## Email 2

Subject: The largest lead-generation channel for realtors is...

Hi {FNAME},

Did you know that social media is the largest lead-generation channel? Considering that Facebook makes more money than some countries, maybe this isn't surprising.

But do you know WHY social media is so effective at generating leads?

1. You meet your audience where they love to hang out, and using our beautiful, ready-made posts, you will make a great first impression.
2. You build brand awareness with your audience, stay top of mind, and easily separate yourself from the competition.
3. You watch the leads come rolling into your direct messages.

We understand how difficult it is for realtors to consistently get high-quality leads; that's why we started this service. All you have to do is post the persuasive content we provide and turn those social conversations into clients.

*"It's amazing how many people began connecting with me on LinkedIn after I started posting your content. I get several DMs every week from people in my area looking for a realtor."*

– Renata P.

[Sign up today](#) and take advantage of our **special, limited-time offer** of \$199 per year. That's just \$3.83 each week. **How much would you pay for a constant source of great leads?**

(signature)

### Email 3

Subject: {FNAME}, there's a much easier way!

Hi {FNAME},

Do you ever come across realtors or other professionals who have a large social media presence and think how amazing that would be?

The truth? Realtors just like you are successfully building their brands on social media and turning those conversations into clients, and our new service makes that easier than ever. Here's how it works:

**Step 1:** Sign up for our service and choose a monthly or yearly plan. We also have add-ons like our blog service, guides and flyers, and email. You can cancel at any time. And we offer a 15-day money-back guarantee.

**Step 2a:** Go to your dashboard where you can post content to Facebook, Instagram, and LinkedIn with just 1 click. You'll have access to ready-made posts, hashtags, and captions. We provide 5 engaging new posts each week.

**Step 2b:** We'll also send your new posts, hashtags, and captions to your email inbox each week. That way you can download them and post them anywhere you want: Twitter, Pinterest, TikTok. (Some content is video-based.)

**Step 3:** Get ready for social Likes, follows, and DMs. **Watch your brand and social media presence grow then begin turning those Likes into Leads.**

*"Since I've been using your service, I get more leads on my Instagram and Facebook pages than everything else combined. And the effects seem to be snowballing. Thanks, guys!"*

– David L.

For a limited time, we're offering our \$499 yearly membership for just \$199. [Sign up today](#) and **watch the leads roll in!**

(signature)

## Email 4

Subject: The truth of the matter, {FNAME}, is...

Hi {FNAME},

Building your brand successfully and getting unlimited leads on social media requires a few things:

1. Post worthy content that inspires your target audience to engage.
2. Post consistently every day.
3. Engage consistently every day.
4. Build relationships from that engagement.

The hardest part of this is clearly number 1 and we take care of that for you. (Check out [some of our past work](#) and [clients we've worked with](#).)

So, now you have to ask yourself: Can I afford to spend 10 minutes every day engaging with people who Like, comment on, or share my content, and can I convert some of those leads into clients?

We provide you with eye-catching and persuasive, post-ready content to engage with your audience on social media and you do the rest.

*"I'm not very good with social media. But when I post the beautiful content you provide, prospects Like and comment and send me messages. All I have to do is talk to them and I know how to do that. Thanks for making it easy."*

– Donna W.

**Grow your audience. Get more leads. Make more money!** And don't forget, we've temporarily reduced our normal price of \$499 per year to \$199. [Sign up today](#) and **lock in this special rate.**

(signature)

## NOTES:

1. I would recommend a frequency of every other day sent out at 1:10pm EST/10:10am PST. I would also skip Saturdays and Sundays. Catching them mid workday is best. And you don't want your emails to get lost in a flood of other emails.
2. Let me know if your email platform has a place for preview text and I'll write one for each email.
3. Also let me know if you want to A/B test subject lines; I'll create two per email. I'd recommend testing just one subject line in just one email per campaign, otherwise the numbers get skewed.