

NOTES:

1. The testimonial in email 4 is the first one on your Upwork page. Do you have a name and title for that client?
2. I imagine we'll need to polish the language up a little to include more industry jargon or better ways of wording some of it.
3. 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.
4. The goal of this campaign is to sell a conversation. Keep that in mind as you read through it.
5. What are your thoughts on combining both services in one campaign? Do you feel like it works?
6. I decided on a combo CTA: schedule call or reply to email.
7. Do you have a new business name? I left blanks in the copy for it.

Cold Email Outreach Campaign – Aryo Logistics/Justin Email 1

Subject: Would you like a competitive advantage, {FNAME}?

Hi {FNAME},

My name is Justin; I own a small boutique agency that helps startups and established businesses create Go-To-Market (GTM) strategies and content marketing plans.

Two distinct services designed to help your company grow:

1. A **GTM strategy** reduces your risk and exponentially increases your chance of success. We employ subject matter experts (SMEs) in similar locations, industries, and backgrounds who analyze data and provide direction on business plans and cost-benefit analyses.
2. **Content creation** is the engine that drives content marketing. We have relationships with SMEs in your industry who write thought leadership content, which will improve your company's authority, social proof, social media engagement, and SEO.

Whether you're a startup looking for direction or an established company looking to scale your business or enter a new market, (business name) can help you get there on time, on budget, and **increase your chances of success**.

Click here to schedule your free consultation today or simply reply to this email. We recently helped Sony and Bayer launch successful billion-dollar projects and we can do the same for your business.

(email signature)

Email 2

Subject: Go-To-Market Strategy: What's in it for you, {FNAME}?

Hi {FNAME},

Many CEOs assume that industry expertise is enough to successfully enter a new market or roll out a new product. However, the skills and experience that got you this far are not as relevant when creating a GTM strategy.

The benefits of a professional GTM strategy:

- Reduced time to market
- Decreased likelihood of going over budget
- Increased chances of success

Why should you trust (business name)?

We have unparalleled access to industry experts who are great at analyzing data and making recommendations for a GTM strategy. We're also a smaller team who can offer more personalized service, and our pricing is much more competitive than the big boys on the block.

"Justin provided me with NEW external insights beyond what I would have been able to access myself in such a short time frame."

- John M. from Pfizer

We helped Pfizer find ways to 10x their time to market for this project during the COVID pandemic.

If you're ready to gain a competitive advantage, let's have a conversation. Schedule a call today or reply to this email. **Your GTM success may hinge on it.**

(signature)

Email 3

Subject: {FNAME}, did you know Content is King?

Hi {FNAME},

I'm sure at some point you heard a variation of this sentiment: content is king. But do you know why this is true?

Great content has numerous benefits for a company:

- It positions your company as an authoritative voice in your industry.
- Having renowned industry experts write your content creates trust and credibility.
- Great content drives social media engagement and can exponentially grow your audience.
- Optimized SEO content is a great long-term strategy and the benefits accrue like compound interest.

The difficulty for most companies is getting access to industry-specific experts to write their content. That's where (business name) excels; we have relationships with experts worldwide and in numerous industries.

"Justin is very hands-on and involved, a pleasure to work with. Many thanks to Justin and his team!"

- Alina P. from Yandex

Let's discuss how **a great content marketing strategy can help your business grow**. Schedule a free consultation today or reply to this email. Isn't now the perfect time to begin reaping the benefits of great content?

(signature)

Email 4

Subject: An offer you can't refuse?

Hi {FNAME},

Let's be honest; every CEO on planet Earth is interested in unlocking profitable growth opportunities. And like most things in life, there are right ways to do this and many wrong ways.

My goal – as someone who is truly invested in your company's success – is to find the BEST way. And it doesn't matter whether you're interested in creating a content marketing plan or you need a go-to-market strategy; our coalition of industry experts are on standby for either purpose.

The offer: If after a free consultation to determine fit, you want to move forward with (business name), **I'll give you 25% off our normal rates.**

No risk. No obligation. Just 15 minutes of your time. (This could be one of those pivotal moments in life.)

"Justin surpassed all expectations. I am going to recommend he and his team to everybody I meet."

- (name) from (company)

To begin the conversation, **schedule a quick call today or reply to this email.**

(signature)