Marketing Tips

Crafting your email message  
*(From Webinar: The New ISABrokers.com Website | 7/25/12)*

*When writing your next email, remember:*

1. Emails should not be sales pitches.
2. Find a way to connect with your prospect by mentioning a blog, Facebook or Twitter comment, Press release, YouTube video, LinkedIn post, etc.
3. Find a topic you can relate to or empathize with.
4. Use a relevant subject line.
5. Keep your email short and sweet.

*Sample email messages reaching out to prospects found online:*

Subject Line: I Just Watched Surya Dadeed’s Video

Hi Stephen,

I watched Surya’s [the director of the org] video on YouTube and Help the Afghan Children is a remarkable story.  If you have a few minutes, I would like to hear more about your international projects.  I also assist in helping volunteers who work overseas and would be glad to discuss if I can be a resource.  Let me know a convenient date and time we can talk and I will be glad to contact you or you may feel free to call or email me.  I look forward to hearing from you.

Best Regards,

Subject Line: IJM’s YouTube Channel

Hi Rachelle,

I recently watched Grace’s story and it reminds me of many single mothers I meet when I travel to Mozambique.  As you know the mortality rate among men in many parts of Africa is younger than women and property grabbing is a widespread issue.  It was a touching video and I learned another way IJM protects the oppressed.  The YouTube videos are great.  What countries in Africa do you serve in?  Do you send volunteers and/or do you have staff overseas?  I look forward to hearing from you.

All the best,

Subject Line: Inquiry from Waves for Change website

Hi Dave,

Surfing is passion of mine and really appreciate your organization’s purpose.  I enjoy surfing and can relate to the possible injuries and accidents.  As you know, it’s critical to have a plan in case there is an unforeseen medical, political or natural disaster emergency.  As a fellow surfer, I would be glad to share my insights.  There is no obligation and I hope I can be a resource.

Cheers,

*Sample email message reaching requesting a review:*

Subject Line: Your recent trip

Hi Fred,

I hope you’re having a great day.  I just wanted to touch base with you and ask how did your trip go?  Let me know if you need help filing a claim.  You may feel free to call or email me for personal service.

Thank you again for your business and if you have a minute, please leave us a review or comment on our [Yahoo Local listing, Google Places listing, BBB profile page, etc…]

Sincerely,