

Special Bonus

EMAIL MESSAGING
**TO FIND
TRAFFIC
CLIENTS!**

COLD EMAIL MESSAGING FOR TRAFFIC CAMPAIGN

Subject: Create Targeted Offers To Interested Leads

Hey,

You're using advertising to reach your current and potential customers - right? I'm sure you've experienced this common problem...

One of the biggest frustrations with ANY marketing is creating an effective Ad and getting it in front of the correct people!

I am **[User Full Name]** with **[Agency Name]** and we specialize in exactly that!

We have cracked the code to get your offer in front of interested buyers and we would like to show you the opportunity with your own marketing.

In fact, our strategy can help you **[Benefit Statement]**.

And for **[Month]** - you can try our \$500 BETA Program at no cost to you. We take care of setting up the entire process in exchange for your business testimonial.

Just reply back with BETA PROGRAM in the subject line to claim your access to the program or book a time for us to chat at **[Calendar Link]**

[User Signature].



COLD EMAIL MESSAGING FOR FREE AD

Subject: Your Ads Need Your Approval

Hey,

You're using advertising to reach your current and potential customers - right? I'm sure you've experienced this common problem...

Out of 47 other businesses in the local area, your name came to the top of our list. My research team identified your company because of your online presence.

I'm with [\[User Company\]](#) and we've been researching some of the best [\[1st Category\]](#)s in the area.

We're just about to close our beta program where we cover all the costs of designing a \$500 online ad at no cost.

There's no catch, we designed the beta program in order to help local businesses like yourself increase your brand awareness and get more customers.

If you are interested just reply back to this email with "Im Interested" or book a time on my calendar at [\[Calendar Link\]](#)

We have 1 spot that's opened up in our schedule and we would like to give that spot to you if you would like to get more exposure. PLUS, we will cover all the costs.

There's nothing to purchase, we're covering the costs to design an ad that can be a:

1. Branding Ad
2. Service Ad
3. Offer Ad
4. Product Ad



COLD EMAIL MESSAGING FOR FREE AD CONT.

It's part of a "Beta Program" to help local businesses in cities like [City (Mailing)].

Reply back to let me know if you're interested and I can answer any questions you have.

I know you're probably really busy, however this is a limited program that we are shutting down soon. It's a sizable production and I just needed to know if getting more exposure is something you're interested in.

Again, the production costs are already taken care of. So there's no costs to you at all.

Email me back either way!

Sincerely,

[User Signature]

COLD EMAIL MESSAGING FOR RETARGETING (ALREADY DOING PPC)

Subject: Your Google Ad

I came upon your Adwords Ad doing a search for services in [\[City\]](#).

I can see you're investing in a significant amount of money in search advertising with Google, but are not doing any follow-up ads with people that do come to your site.

Did you know that over 90% of the people who come to your website from your ads don't contact you?

That's why an automatic followup system is so important. The process is called Retargeting.

Amazon has been doing it for years, and now finally it's available for local businesses.

My name is [\[User Full Name\]](#) and I'm an expert in Retargeting Ads. If you're interested, "Reply" back and I can show you a quick way to get started with a simple little "tracking-code" and Retargeting Ad.

Just reply back and I'll be happy to share the process with you at no-cost or book a time for us to chat at [\[Calendar Link\]](#)

It's a Retargeting BETA program I'm offering to select businesses.

[\[User Signature\]](#)

P.S. Just reply back or book a time and I'll show you how to put your business in front of your company's hottest prospects over and over again online with Retargeting.

