

Target Market: Mechanical Manufacturing

First Email – Top of Funnel: Awareness

Subject: Are Your Current Marketing Efforts Hurting Your Bottom Line?

Dear [company/client name]:

Do any of these scenarios sound familiar?

- You want to show your products off to a potential client, but they don't want to buy until they can see what your products can offer – and you have no idea how to get these marketing materials together.
- You head to a trade show ready to display your offerings to a rich new client pool, but no one really stops at your booth.
- You check your web traffic statistics every day, but they're always disappointingly low – no one seems to spend much time on your site.

If you relate to any of these situations – or any other similar issues – you probably need to re-examine the effectiveness of your marketing strategy.

If you're struggling with marketing your products to other companies, we get it. B2B marketing is anything but a walk in the park... but it's also crucial to your operations. What are you supposed to do about this situation?

[CLIENT NAME] has a solution for you. Our leading [LOCATION] marketing team has the results-driven strategies ready to boost your digital marketing to the next level – and say goodbye to low sales and poor web traffic. Just shoot us an email and we can show you the best approach to marketing your manufacturing products.

Hope to hear from you soon, [signature

from company leadership] ***Second Email –***

Middle of Funnel: Desire

Subject: How to Integrate the Right Digital Marketing Practices for (Insert Company)

Dear [company/client name]:

How familiar is your company with digital marketing?

If the answer is “not very,” you could be in a bit of trouble – and your competition can be miles ahead of you. Digital marketing is an incredibly valuable tool in today’s interconnected world, and taking advantage of these tools can seriously boost your B2B sales.

Here are a few digital marketing mistakes your company could be making right now:

1. You don’t post regularly on your social media accounts – or you have no social media presence at all.
2. You have an outdated website full of dense copy and broken links.
3. You don’t take advantage of sponsored posts on social media platforms like Instagram, Facebook, and Twitter.
4. You stick to paper campaigns instead of digital ones that can spread around the web.
5. Your company doesn’t have a blog or content calendar to keep web traffic flowing and conversion rates high.

Clients trust companies with a high digital presence – in fact, a minimal web presence can lower your credibility. Google can even lower your search ranking if your company isn’t on social media! Implementing a solid digital marketing strategy can help boost your company’s credibility, rankings, and sales.

So how can you run a successful digital marketing strategy? By trusting professionals with the credentials and results-driven solutions ready to take your product presence to the next level.

Stay ahead of the competition by investing in proven digital marketing – your numbers will thank you.

Wishing you the best of success,

[signature from client leadership]

Third Email – Bottom of Funnel: Interest

Subject: Want to Increase [Company Name]’s Sales? Open Me!

Dear [company/client name]:

We’ve touched on some of the reasons why digital marketing and successful marketing strategies are so important for your company. We’ve stressed the importance of hiring the top marketing company you can find – and do you want to know how to find one?

Let us introduce ourselves.

We’re [CLIENT NAME], a [CLIENT LOCATION]-based company ready to connect your business to marketing opportunities you may have not seen before. We use a results-driven approach to help your mechanical manufacturing company profit through successful digital campaigns.

The digital marketing strategists at [CLIENT NAME] can help connect you with marketing solutions to boost your brand and increase your leads. We can provide numerous marketing services to you, such as:

- Developing social media accounts to boost your online presence
- Investing in sponsored digital advertisements to increase your client base
- Helping you develop a consistent and attractive brand personality
- Providing valuable insight into your company marketing strategy and client desires
- ... and much, much more.

Are you ready to take your company's marketing strategy to the next level? Contact us today to learn more about the work we do and how to start boosting your profits.

Hope to hear from you soon,

[signature from company leadership]



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Think human. Write human.