

Email Series Template – New Service Launch

Introduction to <<Brand Name>>

Audience: New Leads

Purpose: Lead qualification, Conversion to membership in <<Brand Name>> community

Timing: On launch

From: <<NAME>>, <<TITLE, COMPANY>>

To: <<NAME>, <<TITLE, COMPANY>>

Subject Line <<FIRSTNAME>>, are you struggling with <<Platform>> <<Reporting Tool>>?

Preview Text: Operational dashboards you can deploy immediately in <<Platform>> Learn

Salutation: <<FIRSTNAME>>,

Lead:

Many customers tell us <<Reporting Tool>> is the most frustrating feature of their LMS.

Embedded analytics gives you the tools to build a robust library of reports and visualizations, but getting it done is a do-it-yourself project. Outsourcing to implement a vendor's custom library is expensive, and it can take weeks or months to accomplish.

Body:

<<Brand Name>> Analytics bridges the gap with operational dashboards you can deploy in days, not weeks, and at a fraction of the cost of a custom solution.

By listening to customers and understanding what they have in common, we create data visualizations you can use right away — solutions that address the operational reporting needs of almost any organization.

Watch this video to see how <<Brand Name>> analytics for <<Platform>> can help you realize the promise of <<Platform>> <<Reporting Tool>>.

Link

I prefer to read the transcript.

.....

<<Brand Name>> Video Script

title

<<Brand Name>> Analytics for <<Platform>>

meta-description

The operational reporting solution that bridges the gap between the promise and the reality of <<Platform>> <<Reporting Tool>>

keywords

Dashboards for <<Platform>> Learn, Dashboards in <<Platform>> <<Reporting Tool>>, Jaspersoft dashboards for <<Platform>> Learn

video title

<<Brand Name>> Operational Reporting Dashboards for <<Platform>> Learn

video script -----

<<Platform>> <<Reporting Tool>> is a powerful reporting platform. It gives you all the tools you need to create a complete library of informative reports and charts.

But, as in other enterprise learning systems, getting from raw data to informative business intelligence is a do-it-yourself project.

<<Reporting Tool>> provides a few standard reports, but they are only tables of data.

They are not business intelligence until you analyze and summarize the data in a way that makes sense to people,

and what makes sense to people are data visualizations that give you an instant understanding of what the data means.

<<Brand Name>>, the new companion dashboard solution for <<Platform>>, bridges the gap between raw data and useful insights that help your decision-makers anticipate challenges and capitalize on opportunities, that help your managers coach and develop their teams, and help team members manage their learning and development.

You have an opportunity to get in on the ground floor.

We have released the first wave of <<Brand Name>> — the beginning of a never-ending effort to provide useful business insights at a cost far below the expense of custom reporting solutions.

These dashboards are available to you right now.

[description of each dashboard]

Contact us to learn how you can close the gap between raw data and understanding.

Start making decisions at the speed of business.

----- end of script

Click on the link below to learn more.

<<SIGNATURE>>

Action Button:

Give me the details <<link to datasheet>>

Action Button:

sign me up now <<link to landing page>>

Follow-up to Introduction Email

Audience: Prospects who have not opted out

Purpose: Reminder for prospects who may be interested but haven't acted yet

Timing: One week after introduction

From: <<NAME>>, <<TITLE, COMPANY>>

To: <<NAME>>, <<TITLE, COMPANY>>

Subject Line <<FIRSTNAME>>, Close the gap in <<Platform>> <<Reporting Tool>>

Last week, we introduced <<Brand Name>>, the low-cost, rapid deployment solution for building a library of useful operational reports and visualizations in <<Platform>> Learn.

We want to make sure you don't miss this opportunity to build a robust library of data visualizations in days, not weeks, and at a much lower cost than a custom solution.

See how you can keep your fingers on the pulse of learning in your organization:

- Real-time status of certification compliance for any organization or any manager's team.
- A visual summary of instructor utilization with details only a click away.

- The ability to track capacity, enrollments and waiting lists without wrangling spreadsheets.

[Download the details here](#) (no sign-up required) or [click here](#) to watch the video.

<<SIGNATURE>>

Action Button:

Get the details

Action Button:

Watch the video

Action Button:

Call us for a no cost consultation

<<SIGNATURE>>

Second follow-up to introduction

Audience: Prospects who have not opted out

Purpose: Last chance invitation, invitation to end the conversation

Timing: One week after first follow-up

From: <<NAME>>, <<TITLE, COMPANY>>

To: <<NAME>>, <<TITLE, COMPANY>>

Subject Line <<FIRSTNAME>>, are you still considering <<Brand Name>> Analytics?

I'm writing you to follow up on my email about <<Brand Name>> analytics for <<Platform>> learn.

Typically, when I don't hear from someone, it means they are not interested or simply don't want to make a decision right now.

Should I close your file or contact you again in a few months?

<<SIGNATURE>>

Six Month Follow-up

Audience: Prospects who have not opted out

Purpose: Generate new interest with newsletter about the success of the program

Timing: Six months after second follow-up

From: <<NAME>>, <<TITLE, COMPANY>>

To: <<NAME>>, <<TITLE, COMPANY>>

Subject Line: <<FIRSTNAME>>, see the new features in <<Brand Name>> Analytics for <<Platform>> learn

It has been a while since I contacted you about <<Brand Name>> analytics, the bridge that closes the Gap in <<Platform>> <<Reporting Tool>>.

To keep you up-to-date on the news about <<Brand Name>>, I have enclosed our latest newsletter.

[link to newsletter]

If you want to learn more about <<Brand Name>> Analytics now, you can [download the information here](#) (no signup required), or [watch the video](#).

<<SIGNATURE>>

Welcome

Audience: Community sign-ups

Purpose: Welcome to <<Brand Name>> community

Timing: Triggered by sign-up

From: <<NAME>>, <<TITLE, COMPANY>>

To: <<NAME>>, <<TITLE, COMPANY>>

Subject Line: <<FIRSTNAME>>, welcome to <<Brand Name>>

Thank you for signing up for the <<Brand Name>> Analytics Community. We welcome your participation.

We'll keep you posted on new developments in dashboards and visualizations.

We encourage you to connect with other members and to submit your ideas and suggestions. If we develop your idea into a solution, you get it at no cost – including support.

<<SIGNATURE>>

Follow-up to consultation

Audience: Prospects who have participated in a consultation

Purpose: relationship building

Timing: Immediately after consultation

From: <<NAME>>, <<TITLE, COMPANY>>

To: <<NAME>>, <<TITLE, COMPANY>>

Subject Line: Our meeting

Thank you for taking the time to consult with us on <<Brand Name>> Analytics and your needs.

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<<RECAP CONSULTATION>>

I look forward to talking with you again.

Or, if you have scheduled a follow-up:

I look forward to talking with you again on _____.

In the meantime, here are some resources you may find helpful.

<<LINK TO RESOURCES>>

<<SIGNATURE>>

Thank you note

Audience: Prospects Who download or view resources

Purpose: Close/Upsell

Timing: Immediately after view or download

From: <<NAME>>, <<TITLE, COMPANY>>

To: <<NAME>>, <<TITLE, COMPANY>>

Subject Line: Thank you for visiting

<<FIRSTNAME>>,

Thank you for viewing <<RESOURCE(S)>>. We hope you find it helpful. Here is another <<resource type>> you may find useful.

<<download or video link>>

you can contact me directly at <<PHONE>> or by email if you have any questions.

<<SIGNATURE>>

New features

Audience: Active Customers / Active Prospects

Purpose: Upsell / Close

Timing: On release

From: <<NAME>>, <<TITLE, COMPANY>>

To: <<NAME>>, <<TITLE, COMPANY>>

Subject Line: New features in <<Brand Name>> Analytics for <<Platform>> learn

<<FIRSTNAME>>,

Good news!

We have improved our library of dashboards for <<Platform>> learn. We would like to invite you to check out these new visualizations to see if they will help you manage your learning more effectively.

<<Bullet points – features of new dashboards>>

Visit our <<Brand Name>> Analytics page to see descriptions and videos of the new dashboards.

Action Button

Take me to <<Brand Name>> Analytics

If you would like to talk with me before you make a decision, contact me at <<PHONE>> or by email. I look forward to talking with you.

<<SIGNATURE>>

Thank you for purchase

Audience: Purchasers

Purpose: upsell

Timing: triggered by purchase

From: <<NAME>>, <<TITLE, COMPANY>>

To: <<NAME>>, <<TITLE, COMPANY>>

Subject Line: <<FIRSTNAME>>, thank you for your purchase

<<FIRSTNAME>>,

Thank you for joining <<Brand Name>> Analytics. We will be contacting you shortly to discuss our free support for setting up your dashboards in your <<Platform>> Learn application.

We know you will enjoy the features of your new data visualizations:

<<insert benefits in bullet points>>

We welcome your feedback and encourage you to join the <<Brand Name>> Community if you have not already done so.

Remember, if you submit an idea and we develop it into a solution, you will receive it at no cost – including support.

In the meantime, if you have any questions, please contact me at <<PHONE>> or by email.

<<SIGNATURE>>

Newsletter

Audience: active customers and prospects

Purpose: Upsell, engage active prospects

Timing: monthly

From: <<NAME>>, <<TITLE, COMPANY>>

To: <<NAME>>, <<TITLE, COMPANY>>

Subject: <<Brand Name>> News

News items, new developments, upcoming new products, Monthly