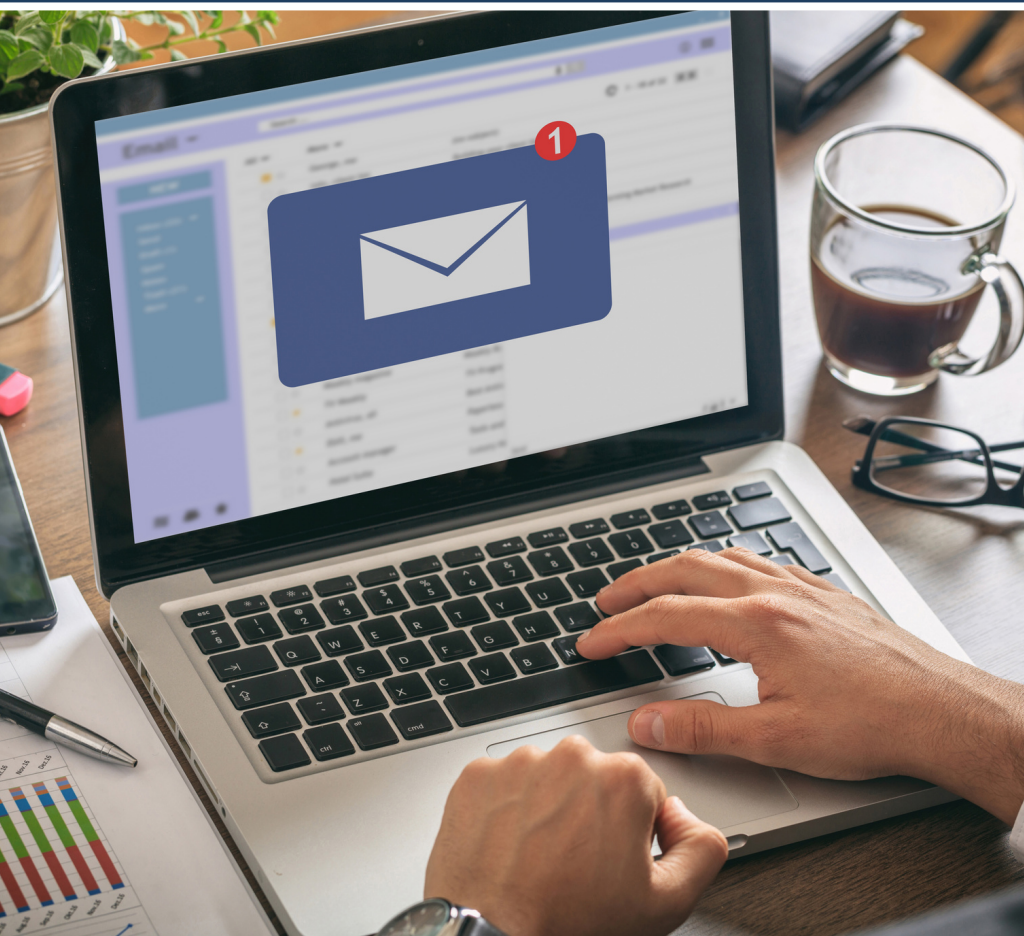# Free Marketing Templates for You

Rossi Digital Marketing

Getting Started

Before we get started, a few tips about emails.

- Less is more – respect people's inboxes and don't spam them with email. It may help some metrics or sales in the short term but it will hurt you in the long run (trust me).
- Provide Value – like the point above, don't just send emails for the sake of sending emails. If there is no value or "purpose" to the email from the customer point of view then it shouldn't be sent.
- Keep It Simple – make sure it is clear what the purpose of the email is, simplify your CTA and avoid ambiguous language (e.g. industry jargon, etc.)
- Experiment – these are just templates and there are no real 100% rules to email marketing. Test, experiment, mess around with different strategies to find what works.

With that being said, I hope the email templates below help you out! If you have any questions, feel free to reach out to me by visiting my website at **https://rossidigitalmarketing.com/contact-us**.

Welcome Email Template for Meeting Request Form Fill

This email can be used and adjusted as an automated email for demo requests, sales inquiries, or anything where a meeting must be set.

Subject Line: Thanks For Reaching Out - Schedule a Free Consultation 📅

Hi {{ firstname }},

Thanks for reaching out to [Your Company Name] - I'm excited to learn more about your business and see if I might be able to help.

If you haven't scheduled time for your free consultation, you can do so by visiting this link: [Scheduling Link]

With [Number] years of experience in [Industry], I understand some of the challenges that come with using an external partner which is why my focus is on [Value Proposition 1], [Value Proposition 2], and [Value Proposition 3].

Here are just a few of the ways we/I do that:

- [Differentiator 1]
- [Differentiator 1]
- [Differentiator 1]

Choosing the right [Industry] partner to help your business is an incredibly important choice and I appreciate you considering [Your Company Name].

I look forward to talking and seeing if we are a good fit for each other!

Sincerely,
[Your Name]
[Your Image]
[Company/Title]

Additional Notes
- **Subject line** should be straight forward, I like to include emojis (even for more "professional" businesses as it helps the email stand out in an inbox.
- **First couple sentences** should welcome them and provide what was promised in the form fill - scheduling link, digital demo, etc. (should be on a thank you page as well).
- **Social Proof/Credibility** should explain why they should work with you.
- **Differentiators** should highlight what you do different (cheaper, higher quality etc.)
- **Closing** should thank them and humanize your brand.

Welcome Email Template for Product Trial or Purchase

This email can be used and adjusted as automated email for PLG free trial/freemium products and services as well as general product/service purchases. The goal of this email is to welcome new customers, set expectations, and generally put the buyer's mind at ease.

Subject Line: Your [Company Name] Purchase – Get Started 🚀

Welcome to [Company Name] – [insert value you plan to provide]. We're so excited to have you here and look forward to helping you [insert major end outcome]!

Over [insert customer amount] use [Your Company] to [insert key benefits]. To get you started on the right foot, here are a few resources to help guide you:

- Example resource 1: Set up your account: [Link to setup guide]
- Example resource 2: Check out our top features: [Link to features page]
- Example resource 3: Need help? We're here for you! [Support contact info, FAQ]

Over the next week we will be sending you some additional resources to help you get started (and learn about some of our cooler features) so keep an eye out in your inbox!

We appreciate you choosing [Your Company] and we're here to support your success every step of the way – please don't hesitate to reach out if you have any questions.

Let's get started!

The [Company Name] Team
[Your Logo]
[Your Company Website]
[Social Icons]

Additional Notes
- **·Subject Line** – simple and covers contents of email. I like to include emojis (even for professional businesses) as it helps the email stand out in an inbox.
- **First Section –** welcome section, make them feel appreciated and get them excited as right after a purchase is typically when buyer's remorse sets in.
- **Second Section –** social proof and branding plus lead them into how you are going to help them get started. It's your responsibility to make sure they can find the resources they need so provide these high level resources front and center.
- **Fourth Section** – set the stage for future communications that they will receive and they will be more likely to see it.
- **Last Section –** thank them, and reinforce that you are there to help