

Client: ABC Realtor Marketing, Inc.

Project: Post-event email for a lead-generating webinar

Objective: To try to get people to sign up for the app with a special offer

portfolio

SUBJECT LINE OPTION 1

Thank you for attending 7 Simple Ways to Make Contact Management Easy

SUBJECT LINE OPTION 2

A special thank you

SUBJECT LINE OPTION 3

Get 4 months of ABC's Realtor app – FREE

BODY TEXT

Now that you know the secrets for making contact management easy, get a special extended look at ABC's Realtor app.

Thanks for attending the “7 Simple Ways to Make Contact Management Easy.” Are you already finding a few extra minutes each workday?

As a thank you for attending, we're offering you a FREE 4-MONTH TRIAL of our Web-based app that helps you manage your calendar, communication, sales opportunities and other tasks. That's four times our standard trial offer and a \$105 value!

What do you have to lose – except wasted minutes during your day? To take advantage of this offer, contact ABC Realtor Marketing, Inc. by [deadline date]. Don't wait: call XXX-XXX-XXXX.