



QuickStart Email Campaign

An easy-to-implement 2-part email campaign designed to encourage your small business contacts (prospects) to take a 30-day trial of “done-for-you” cloud (and local) backup services. Run this campaign against your list of unconverted prospects at least once per quarter.

Implementation Steps

1. Create an email distribution list containing the addresses of any previous business customers or prospects that you have communicated with in the past few years. Start by collecting names from your current inbox and sent folders. Also be sure to check any email archives or legacy lists.

Note: If you have a large number of addresses, segment your distribution list into multiple parts and process each individually – since some email systems limit the number of recipients per message.

2. Using your email editor, cut-and-paste the template below into a new message and set the subject line as shown. Be sure to substitute the placeholder fields (<\$Keyword>) with your actual values. Save the message as a template. Embellish as you see fit, but keep the key elements intact.
3. Using your template, send YOURSELF a copy of the email. Make sure when you receive it there are no grammar/spelling errors, the formatting is correct and that any html links are functional. Correct any mistakes and re-save the template. You are now ready to send the first message in the campaign.
4. Send the corrected template to yourself again, only this time, blind copy the prospect distribution list you compiled. When each of your recipients receives the email, they will see their own email address – but NOT the email addresses of others on the distribution list.
5. It is inevitable that you will get one or more non-delivery notifications, due to misspellings or email accounts that no longer exist. Carefully fix your distribution list (so you can use it again for other campaigns) and manually resend your message to JUST THE REPAIRED EMAIL ADDRESSES you corrected. Invalid addresses should be removed from the list at this time.
6. After about 1 week, reply to the original campaign message you sent to yourself – leaving the original content attached at the bottom. Add the short header (shown below) to the top of the original message and RESENT to your distribution list in the bcc field.

This short 2-message campaign will enable you to leverage your “trusted authority” status with your recipients -- and hopefully identify a handful of ready-to-go prospects.



Templates: Message #1

Message Subject:

Important Message from <\$YourFirstName> at <\$YourCompanyName> About A Major Threat to Your Business...

Message Body:

Greetings:

Every business needs a "digital safety net" to protect CRITICAL COMPUTER DATA against loss from -- **ANY AND EVERYTHING EVIL.**

I'm not here to lecture you, but no safety net means no peace-of-mind...

Take a look at this brief YouTube video of the **CLOUD BACKUP SERVICE** I recommend to my important business clients.

<https://youtu.be/pLG4gk0G-fg>

These folks **NEVER LET ME DOWN** and have an excellent rating in Google.

Plus, it's a great value for small businesses like yours -- because they do the technical implementation at **NO EXTRA CHARGE.**

Reply to this message and I'll get you setup on a trial of the service.

Regards,

<\$YourFirstName>

P.S. I've got a promotional code that gets you 10% off the monthly subscription fee. Contact me before <\$ExpirationDate> to use this code.

Templates: Message #2 (Pre-pend this to 'reply' from original message)

Last week, I sent you an e-mail about an important matter -- making sure that your business is protected against loss of critical computer data.

I know we're all SUPER busy these days, but a 'digital crisis' can happen at any minute and I wanted to make sure that you didn't miss my recommendation.

Contact me if I can be of assistance.

Best regards,