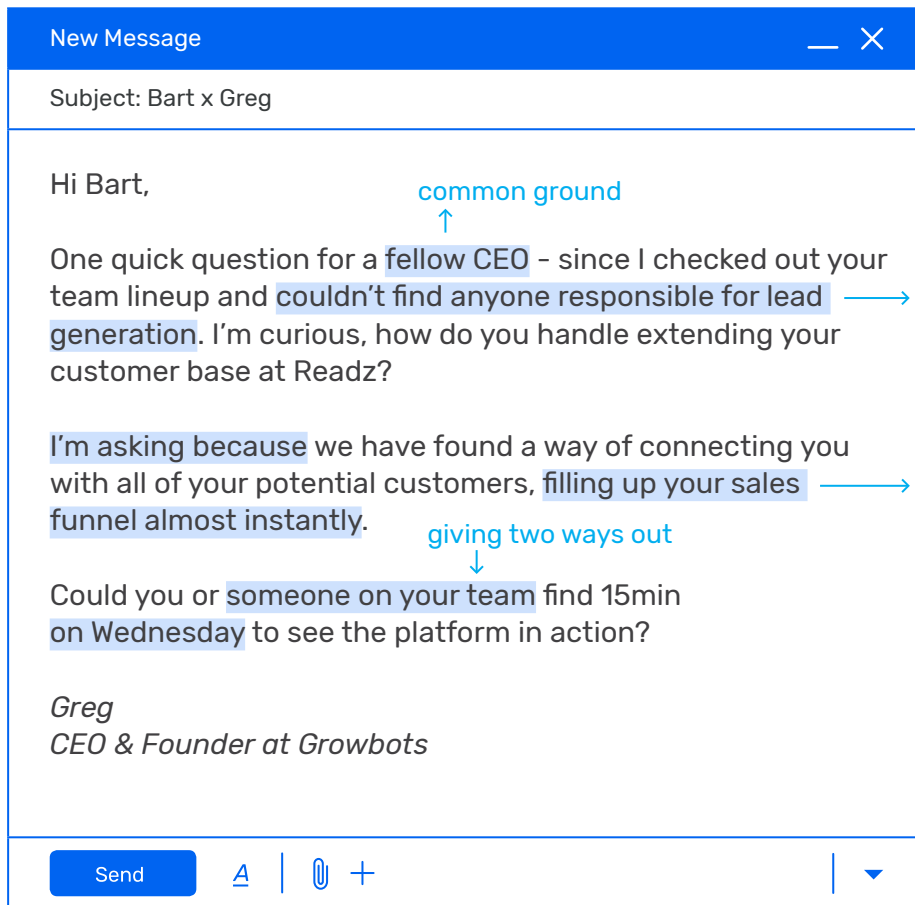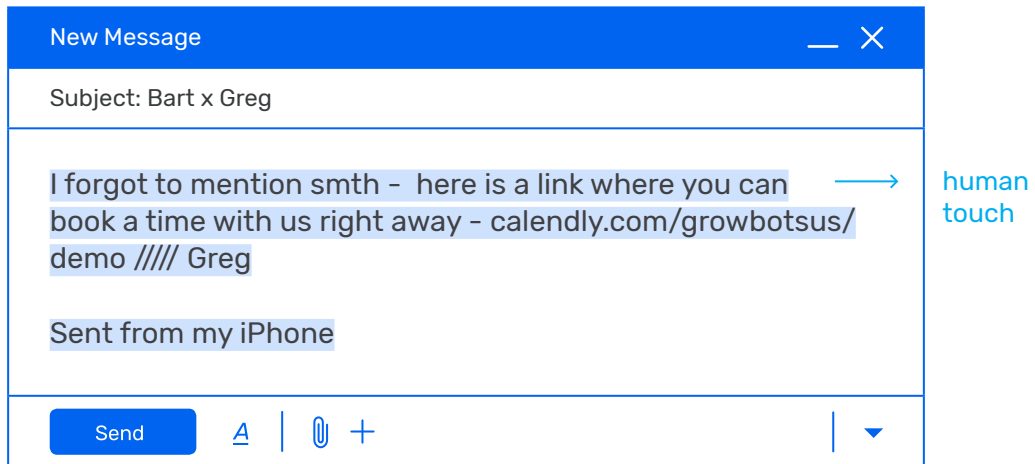# A COMPLETE CAMPAIGN

That was a lot to go through. Now let's see what a finished campaign looks like using informal language

1st message – the first email of the campaign

New Message — ✕

Subject: Bart x Greg

Hi Bart,

common ground
↑

One quick question for a fellow CEO – since I checked out your team lineup and couldn't find anyone responsible for lead generation. I'm curious, how do you handle extending your customer base at Readz? → personalized in a business context

← smooth transition from introduction

I'm asking because we have found a way of connecting you with all of your potential customers, filling up your sales funnel almost instantly. → the benefit

giving two ways out
↓

Could you or someone on your team find 15min on Wednesday to see the platform in action?
← specific CTA

Greg
CEO & Founder at Growbots

Send A 📎 + ▼

2nd message - the "I forgot to mention" email - sent 1 hour after

---

New Message ___ ✕

Subject: Bart x Greg

I forgot to mention smth - here is a link where you can ⟶ human
book a time with us right away - calendly.com/growbotsus/ touch
demo ///// Greg

Sent from my iPhone

Send *A* | 📎 + | ▾

3rd message - the first follow-up - sent 3 days after

New Message ___ ✕

Subject: Bart x Greg

Have you received my message, Bart? ⟶ just a short reminder

P.S. here is a case study of another tech startup we helped
https://www.growbots.com/case_studies/Ader :) ⟶ value added

Greg
CEO & Founder at Growbots
easy to calendly.com/growbotsus/demo <- Book a time with us! :)
book
meeting ⟵

Send *A* | 📎 + | ▾
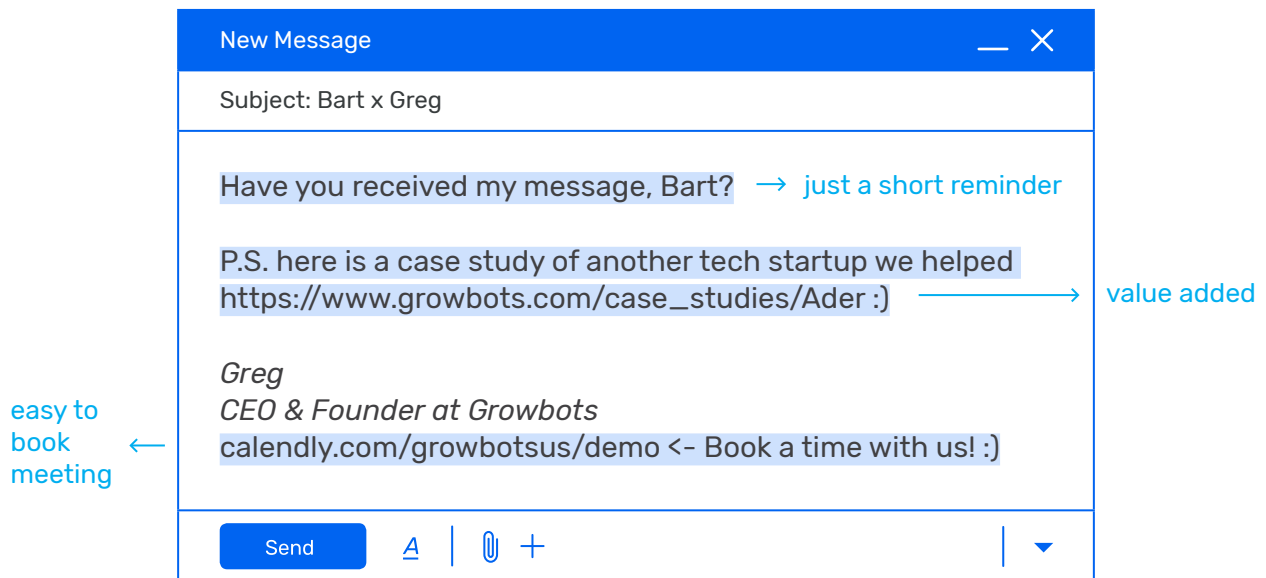
4th message - the second follow-up - sent 5 days after

New Message   ＿ ✕

Subject: Bart x Greg

Bart, I fully understand that answering my email is not your top priority, but I'll try to convince you that it should be. How? With "social proof" aka "why should you trust me?" - the most basic sales technique ;)   → no-bullshit approach

Here it is:
- We have more than 500 happy customers (some of their love & case studies here - https://www.growbots.com/customers)   → adding value with a lot of social proof
- It's so dead simple that the founder alone is able to set up 20 meetings in a day
- "The thing I really like about Growbots is that the tool is easy to use and that it's a massive time-saver."
- "Using Growbots, I don't worry about prospecting or lead generation, I just close deals"
- And last but not least, we ourselves are growing our revenue 20% every month using our solution ONLY, pure outbound - it has to work, right?

Bart, all I'm asking is 15 minutes of your time (or your colleague's) in order to check whether we can help Readz, please.

Greg
CEO & Founder at Growbots
calendly.com/growbotsus/demo <- Book a time with us! :)

Send   *A* | 📎 + | ▼

5th message - the third follow-up - sent 7 days after

New Message   ＿ ✕

Subject: Bart x Greg

Bart? :) ⟶ human touch

Greg
CEO & Founder at Growbots
calendly.com/growbotsus/demo <- Book a time with us! :)

Send   *A* | 📎 + | ▼

6th message - the first email in the new thread - sent 30 days after

↑ let them rest...

New Message   — ✕

Subject: Bart x Greg

I thought I'd give it another shot, Bart - perhaps the timing is better now.

As a reminder: we've created software that is able to connect you with all of your potential customers right away. These are results you should expect from trying our approach:

Reports

ACTIVE PROSPECTS 40542	OPENED 25021	OPEN RATE 62%	REPLIED 9048	REPLY RATE 22%	OPPORTUNIES 4023	OPPORTUNITY RATE 10%

It has to be at least worth exploring, right? Let me know if you are up for a quick demo ;)

Cheers!

Greg
CEO & Founder at Growbots
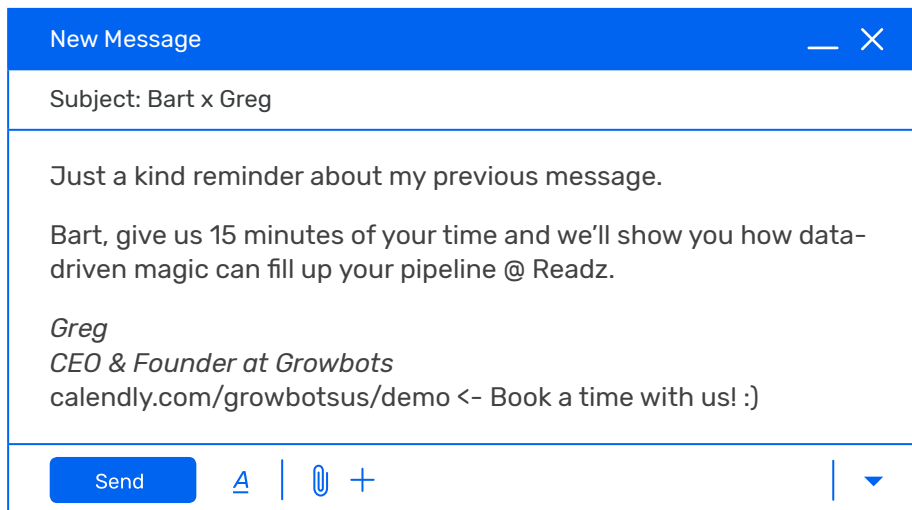calendly.com/growbotsus/demo <- Book a time with us! :)

Send   A | 🔗 +   ▼

→ message in new thread = you have to remind them what you do

→ visualized value

7th message - the first follow-up - sent 5 days after

New Message   — ✕

Subject: Bart x Greg

Just a kind reminder about my previous message.

Bart, give us 15 minutes of your time and we'll show you how data-driven magic can fill up your pipeline @ Readz.

Greg
CEO & Founder at Growbots
calendly.com/growbotsus/demo <- Book a time with us! :)

Send   A | 🔗 +   ▼

8th message - the second follow-up - sent 7 days after

New Message	— ✕

Subject: Bart x Greg

Subject: Bart x Greg

Bart, apologies if I'm being too persistent, but I really believe there is a fit between our companies - so it would be a waste to drop this opportunity (we have great successes with companies of your profile).

If you are too busy, maybe someone from your team can talk with me? ⟶ a smart way out

Thank you in advance, Bart!

Greg
CEO & Founder at Growbots
calendly.com/growbotsus/demo <- Book a time with us! :)

Send   A   📎 ＋   ▼