



## NEEDLE PILOT LEAD GEN ASSET 1 - EMAIL COPY

Client:	Needle	Client:	Brett Merritt
Date:	July 29, 2014	Pivot:	Jane Johnson, Terri Rylander
		Phone:	801.810.5001

### Target Audience

Primary: eCommerce decision makers (director, VP)  
Secondary: Marketing decision makers (director, VP, CMO)  
Customer service/support decision makers (director,VP)

### Asset

The Power of the People

### Subject Line

- [Option 1] Be one of the first to know
- [Option 2] Learn the new strategy for increasing customer value
- [Option 3] Beat the competition with this new strategy
- [Option 4] Don't miss this new competitive strategy
- [Option 5] This white paper holds the key to new sales
- [Option 6] Create Authentic Customer Experiences Online
- [Option 7] {Jane} learn how to create authentic online customer experiences

### Email 1 - General

[Copy]  
Hi {{lead.First Name:default=there}},

Competition in today's marketplace is tough. So, if you haven't read our white paper *The Power of the People*, you are missing out on a powerful new competitive differentiator. This new strategy will help you uncover new revenue and increase your online sales using an asset you have today.

Download the [Power of the People](#) and learn how you can be one of the first to leverage this new sales strategy.

Sincerely,

Mike Watts  
Director, Territory Development  
801-858-0868

## Email 2 - Apparel

[Copy]

Hi {{lead.First Name:default=there}},

I don't have to tell you, competition in the apparel industry is fierce. So, if you haven't read our white paper *The Power of the People*, you are missing out on a powerful new competitive differentiator. This new strategy will help you uncover new revenue and increase your online sales using an asset you have today.

Download the [Power of the People](#) and learn how you can be one of the first to leverage this new sales strategy.

Sincerely,

Mike Watts  
Director, Territory Development  
801-858-0868

## Email 3 – Computer and Electronics

[Copy]

Hi {{lead.First Name:default=there}},

As you know, the electronics industry is evolving quickly and new competitors come on the scene every day. So, if you haven't read our white paper *The Power of the People*, you are missing out on a powerful new competitive differentiator. This new strategy will help you uncover new revenue and increase your online sales using an asset you have today.

Download the [Power of the People](#) and learn how you can be one of the first to leverage this new sales strategy.

Sincerely,

Mike Watts  
Director, Territory Development  
801-858-0868

## Email 4 – Software and Technology

[Copy]

Hi {{lead.First Name:default=there}},

As you know, new players pop up on the software scene every day. So, if you haven't read our white paper *The Power of the People*, you are missing out on a powerful new competitive differentiator. This new strategy will help you uncover new revenue and increase your online sales using an asset you have today.

Download the [Power of the People](#) and learn how you can be one of the first to leverage this new sales strategy.

Sincerely,

Mike Watts  
Director, Territory Development  
801-858-0868

