

EMAIL CONTENT IDEAS FOR CONSULTING & TRAINING

Constant Contact®

Share Helpful Tips →

Project Highlight →

Share Your Thought Leadership →

POLARIS MARKETING SOLUTIONS

Feed the Funnel in Less Time



One of the most important goals of marketing is lead generation. Yet, leads don't come easy when your marketing plan isn't effective.

Feeding a funnel is an effective marketing tactic. And it's not hard to do, as long as you know how to do it.

Tip #1: Learn About Your Audience

Create profiles that detail what consumers are interested in and how they behave online and offline.

Tip #2: Find Out Where Your Audience Is

Look for your consumers online. You can find them on social media, forums, and in these communities to start building relationships.

Tip #3: Feed Your Audience Information

Establish authority in these communities with valuable information. Find out what they really want to know or what they need help with, then give them answers.

[View More Funnel Tips](#)

Do you know someone who could use some help with marketing for their business? [Share this email with them.](#)

Connect with us on social media:



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Share Helpful Tips

Share helpful tips related to your expertise and show the benefits of working with you

Subject Line:

Quick Tips: Making business better

Recommended Template:

Basic Letter

Call-to-Action:

- See all tips
- Share with colleagues
- Book appointment
- Learn more

Business Result:

- Be seen as an expert
- Re-engage former clients
- Generate new leads



Suggested mailing schedule:

Once a month

Project Highlight

Highlight a recent project along with its results and the benefits of working with your business

Subject Line:

We can make a difference

Recommended Template:

Texty Newsletter

Call-to-Action:

- Call or book your consultation
- Share with colleagues

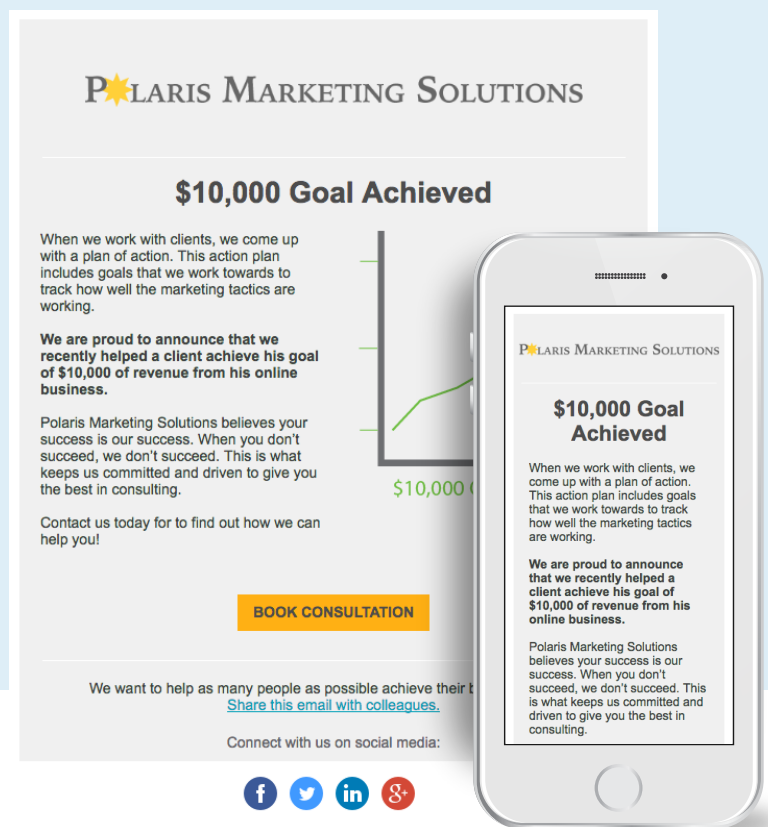
Business Result:

- Generate new leads
- Re-engage former clients
- Stay top of mind



Suggested mailing schedule:

Once every quarter



Share Your Thought Leadership

Share content you created in the form of a white paper, article, eBook, etc., that highlights your latest thinking

Subject Line:

Download today: Your [FREE] business guide

Recommended Template:

Board Update

Call-to-Action:

- Download now
- Request an appointment to learn more
- Share with friends or colleagues

Business Result:

- Be seen as an expert
- Generate new leads
- Re-engage former clients
- Stay top of mind



Suggested mailing schedule:

Once a month

