# EMAIL CONTENT IDEAS FOR CONSULTING 8 TRAINING

Constant Contact //=

Project Highlight

Share Helpful Tips ->

### **P**klaris Marketing Solutions

#### Feed the Funnel in Less Time



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

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

Tip #1: Learn About Your Audience Create profiles that detail what consumers are interested in and how the online and offline.

Tip #2: Find Out Where Your Audience Is Look for your consumers online. You can find them on social media, foru Join these communities to start building relationships.

Tip #3: Feed Your Audience Information Establish authority in these communities with valuable information. Find of 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 le Share this email with them.

Connect with us on social media:



### Share Helpful Tips

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

Share Your Thought Leadership 🔶

#### 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:**

-0-0-0-

- Generate new leads
- Re-engage former clients

Suggested mailing schedule:

Once every quarter

Stay top of mind

#### **P**+LARIS MARKETING SOLUTIONS \$10,000 Goal Achieved When we work with clients, we come up with a plan of action. This action plan includes goals that we work towards to track how well the marketing tactics are working. We are proud to announce that we PELARIS MARKETING SOLUTIONS recently helped a client achieve his goal of \$10,000 of revenue from his online business \$10,000 Goal Polaris Marketing Solutions believes your success is our success. When you don't Achieved succeed, we don't succeed. This is what keeps us committed and driven to give you When we work with clients, we come up with a plan of action. This action plan includes goals that we work towards to track how well the marketing tactics are working. \$10,000 the best in consulting. Contact us today for to find out how we can help you!

#### **BOOK CONSULTATION**

We want to help as many people as possible achieve their Share this email with colleagues.

Connect with us on social media: f) 💟 in 😵



consulting.

## 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

**P**HARIS MARKETING SOLUTIONS PELARIS MARKETING SOLUTIONS Boost Brand Awareness with a FREE Gift fr Consumers want to know who you are, and what you can offer them that is through content. After all, content is king! Polaris Marketing Solutions can show you how to create effective white blogs, and webpages to extend your reach online. Download our FREE guide now to learn how to make your content go thousands upon thousands of consumers! Boost Brand Awareness with a FREE Gift from Polaris You can also learn more about how we help business owners increase Consumers want to know who you are, and what you can offer them. The best way to do that is through content. DOWNLOAD FREE GUIDE After all, content is king! Request an appointment with a Polaris Marketing Solutions specia Polaris Marketing Solutions can show you how to create effective whitepapers, eBooks, blogs, and webpages to extend your reach with your onli marketing REQUEST APPOINTMENT 🔂 💟 🛅

Constant Contact"