



# These Email Templates Help Your Business Build Connections & Reach New Customers



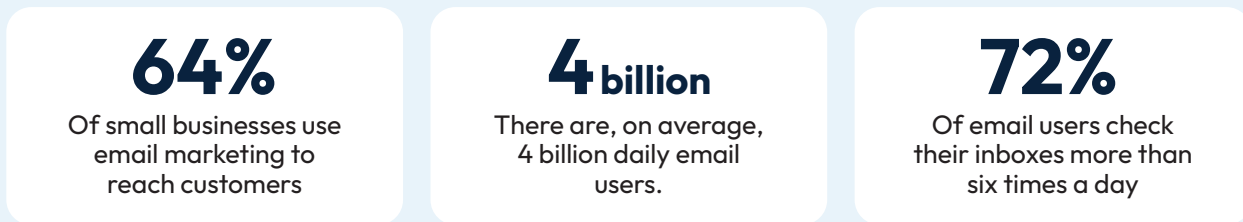
# The Benefits of Email Marketing



Data shows email marketing return on investment can be as high as 36:1. The right content in the right inbox can be incredibly valuable for your business. We help you create personalized and custom messages to increase engagement and brand awareness among new, current and old customers.

- Increased Website Traffic
- Affordable Marketing Service
- Better Communication With Customers
- Increased Sales & Leads
- More Personalized Marketing
- Expand Your Audience & Find New Customers

## Statistics About Email Marketing



## Contact Saltech For Web Design & Digital Marketing

Interested in starting a project? Get in touch with our web design and digital marketing experts! We've got the knowledge and expertise to make your next project or marketing campaign stand out from the competition.

 [saltech.com](http://saltech.com)

 [info@saltech.com](mailto:info@saltech.com)

 (515) 520-8200

# Welcome Email Template



Use this template to welcome new customers or potential leads. This is an opportunity to make a great first impression, and leave the reader wanting more information about your company or the services you offer.

## Email Type:

Welcome / Introduction

## Subject Line:

Welcome [First Name]! Curious about us?

## Body Copy:

We are so excited to have you [First Name]!

At [Company Name], we are dedicated to providing you quality [products/services] with every purchase. We love building relationships with our customers, as they keep our business going! We are beyond excited to have you.

Thanks for signing up to receive our emails. You'll now be the first to know everything [Company Name]. You'll enjoy new product and company announcements, exclusive deals and offers, and learn about the latest trends in [Your Industry].

Check out additional products/services here! [Website Link]

Our customers know best! Read this 5 star review.

"[Google, Facebook, or Yelp Review]" - [Reviewer Name]

Our team is here for you. We're always available to support you. Feel free to contact us at [Phone Number] or [Support Email]! We'd love to talk with you.

Thanks for joining us. Our team is so happy to meet you.

Want more? Connect with and get your daily dose of [Your Company].

[Social Media links]

## CTA:

Visit Our Website!

## Sign Off:

Best Regards,  
The [Your Company] Team

# Birthday Email Template



Use this template to wish customers a happy birthday. This is an opportunity to send birthday coupons or deals to make customers feel special and encourage them to interact with your products or services.

## Email Type:

Birthday

## Subject Line:

Your Birthday Gift from [Company Name]!

## Body Copy:

It's your birthday!

We're so thankful to have you as a customer! We want to celebrate you on your special day. So we got you something - Hope you love it. To say thanks, for your birthday we're offering you [Offer].

Celebrate the best day of the year by taking [Offer] by [Expiration date]!

We hope your birthday is just as amazing as you are! Thank you for being a [Company Name] customer. We appreciate you more than you know.

If you ever need assistance please feel free to reach out at [Number] or [Support Email]. We're here when you need us. We love hearing from our customers.

## CTA:

Claim Your Gift Now!

## Sign Off:

Lots of Birthday Wishes,  
[Company Name]

# Sale Email Template



Use this template to advertise sales, deals, or coupons to customers or potential leads. This is an opportunity to incentivise customers to check out your products, visit your store, or inquire about your services.

## Email Type:

Sale

## Subject Line:

[Number] % off of [Product/Service] you'll love

## Body Copy:

Dear [First Name], act now!

We're offering this exclusive deal till [End Date] to our favorite customers. This offer is the unbeatable sale of the [Season]. We're so excited to be offering this discount to the people we love most!

You can take advantage now:

[Number] % off of [Product & Image]

[Number] % off of [Product & Image]

[Number] % off of [Product & Image]

Today is the best time to spoil yourself or your loved ones. We know you've had your eye on something. These savings won't be here forever!

This [Company Name] sale is being offered from [Start Date] till only [End Date]. Don't miss this one! [Products] are going quickly and we want you to get in on the sale while we still have some left!

Elevate your current [Product] with a sale that doesn't come around often. We can't wait to see what you order and enjoy the happiness of [Number] % off!

Have any questions or need assistance? Feel free to contact us at [Phone Number] or [Support Email]. We're here to help when you need it.

Happy [Season shopping]!

## CTA:

Shop / Book Now!

## Sign Off:

[Company Name]

# Email Marketing Resources

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## Wondering if Email Marketing Services are worth it?

This article best explains the return on investment (ROI) of email marketing. Learn more about how you can make your money back and more with a marketing strategy hidden in your inbox.

➤ [saltech.com/why-email-marketing-has-the-best-roi/](https://saltech.com/why-email-marketing-has-the-best-roi/)

## Want to know about more types of emails?

This exclusive talks more about the purpose of different types of emails and how they serve your customers. Read more to figure out what will work best for your business and take your marketing to the next level.

➤ [saltech.com/types-of-email-marketing-explained-what-you-should-send/](https://saltech.com/types-of-email-marketing-explained-what-you-should-send/)

## Trying to decide if email marketing is for your Small Business too?

Learn more about the benefits of email marketing for small businesses specifically. Email marketing works for businesses of small sizes and is a great budget friendly option.

➤ [saltech.com/small-business-email-marketing-what-your-company-is-missing/](https://saltech.com/small-business-email-marketing-what-your-company-is-missing/)

## Interested in a Digital Marketing campaign?

This guide provides tips to elevate your next campaign! Learn what it takes to make your digital marketing strategy successful.

➤ [saltech.com/tips-for-a-successful-digital-marketing-campaign/](https://saltech.com/tips-for-a-successful-digital-marketing-campaign/)