



Email-VM Campaign

An Email-Voice Mail campaign is a planned, coordinated, and matching set of individual email and voice mail messages that are deployed across a specific period of time with one purpose, such as download a white paper, sign up for a webinar, or make a purchase with a provided coupon. Precisely designed to move the prospect along the sales/marketing process. This can also be used to qualify or disqualify a prospect.

Introduction Email/Voice Mail

VM - Hello _____,

I read this aloud and it took exactly 29.3 seconds.

My name is _____ and I'm with ABC Company, a full-service IT company. My call today is to introduce myself and my company to you. I would like to schedule an in-person meeting that will take about 15 minutes...truly 15 minutes to drop off a card and any information you may need about ABC Company. I will be around your office next week and was hoping you could let me know when you're available. Again my name is _____ and you can reach me at _____...that number again is _____.

EM – Hello _____,

My name is _____ and I'm with ABC Company, a full-service IT company. My email today is to introduce myself and my company to you. I would like to schedule an in-person meeting that will take about 15 minutes...truly 15 minutes to drop off a card and any information you may need about ABC Company. I will be around your office next week and was hoping you could let me know when you're available. Email response will be great, however if you'd like to call me, my number is _____.

Unique #1 Email/Voice Mail

VM – Hello _____,

I read this aloud and it took exactly 29.6 seconds.

My name is _____ with ABC Company, a full-service IT company. I would like to schedule an appointment to introduce you to our VALET service which is our IT Expertise with a Concierge Touch. We are the single point of contact for all your technology needs – enabling you to focus on running your business. I will be around your office next week and was hoping you could let me know when you're available. Again, my name is _____ and you can reach me at _____...that number again is _____.

EM – Hello _____,

My name is _____ with ABC Company, a full-service IT company. I would like to schedule an appointment to introduce you to our VALET service which is our IT Expertise with a Concierge Touch. We are the single point of contact for all your technology needs – enabling you to focus on running your business. I will be around your office next week and was hoping you could let me know when you're available. Email response will be great, however if you'd like to call me, my number is _____.



Unique #2 Email/Voice Mail

VM – Hello _____,

I read this aloud
and it took exactly
29.9 seconds.

This is _____ with ABC Company, a local full-service IT company. I am hoping to schedule an introductory appointment. A simple reason for you to say yes... We build trusting relationships by consistently delivering technology that supports your business growth. This makes us rare in this highly competitive arena...I will be around your office next week and was hoping you could let me know when you're available. Again my name is _____ and you can reach me at _____...that number again is _____.

EM – Hello _____,

This is _____ with ABC Company, a local full-service IT company. I am hoping to schedule an introductory appointment. A simple reason for you to say yes... We build trusting relationships by consistently delivering technology that supports your business growth. This makes us rare in this highly competitive arena...I will be around your office next week and was hoping you could let me know when you're available. Email response will be great, however if you'd like to call me, my number is 123-123-4567.

Unique #3 Email/Voice Mail

VM – Hello _____,

I read this aloud
and it took exactly
28.9 seconds.

This is _____ with ABC Company, a local full-service IT company. I am hoping to schedule an introductory appointment. We have the only program of its kind in this highly competitive arena. I would like to show you Our Complete Care Program: One Plan, One Bill, Same Price. I will be around your office next week and was hoping you could let me know when you're available. Again my name is _____ and you can reach me at _____...that number again is _____.

EM – Hello _____,

This is _____ with ABC Company, a local full-service IT company. I am hoping to schedule an introductory appointment. We have the only program of its kind in this highly competitive arena. I would like to show you Our Complete Care Program: One Plan, One Bill, Same Price. I will be around your office next week and was hoping you could let me know when you're available. Email response will be great, however if you'd like to call me, my number is 123-123-4567.



Smmarketing Institute

The Smmarketing CONNECT Learning Center



Closing Email/Voice Mail

VM – Hello _____,

I read this aloud
and it took exactly
28.7 seconds.

This is _____ with ABC Company. I have left several messages and great reasons for us to schedule an appointment together. My guess is that we're not offering a service that you're in need of at this time. I understand and do not want to be a bother to you so this will be my last message unless something changes in the near future. If you'd like to follow up for any reason my number is _____ again that number is _____ thank you and good luck with your technology needs.

EM – Hello _____,

This is _____ with ABC Company. I have left several voice mail messages, emails, and great reasons for us to schedule an appointment together. My guess is that we're not offering a service that you're in need of at this time. I understand and do not want to be a bother to you, so this will be my last message unless something changes in the near future. If you'd like to follow up for any reason, email will be great or my number is 123-123-4567. Thank you and good luck with your technology needs.

Do you have questions or need help with this tool? Send us an email at info@smmarketingconnect.com. We are happy to answer your questions!