

# Email Marketing Templates

How To **Grow Your Traffic With**  
Content Marketing

## EMAIL MARKETING TEMPLATES

Below we have prepared 7 email templates for you to use for your content marketing email campaigns. Each email has a different purpose and we wrote down when to use which email. You can modify the orange colored brackets to fit your business. Of course also feel free to modify the emails even more to suit your campaigns. These are baseline templates to use and help inspire your email campaigns.

### Email 1.

**When to use:** You have made a new blogpost explaining how to write blogs and stay consistent.

Hey [Name],

I just wanted to share with you my latest blogpost Let me know what you think.

[Blog Link]

People always ask me how the heck I've been blogging for over [Amount of years] years. And how I've written [quantity of blog posts] of blog posts.

I usually tell those people that blogging is like any sort of long-term relationship. Some days are great. Others aren't so great, but you're in it for the long haul.

Thanks

[Name]

PS: Let me know if you need help [Link to Area of Expertise]

**Email 2.**

**When to use:** When you want to give your users to follow a small guide to reach x goal.

Today's going to be fun.

I'm going to make a bet with you that if you follow these [Amount of steps] steps, and you really follow them, you can get [Goal to achieve].

I promise it won't be hard, but it will take a little bit of time.

And if you follow my steps and don't get the results, hit me up and I will personally help you with your [Area of expertise]

Is that a deal?

Again, all you have to do is follow these [Amount of steps] simple steps. If you are in, go here and leave a comment letting me know so I can keep track.

Cheers,

[Name]

**Email 3.**

**When to use:** You want to share a secret in your area of expertise.

Great [Area of expertise] gets tons of Sales because they know what they are doing. So do you want me to let you in on a little secret?

[The secret] is what affects [Area of expertise] more than anything else. But you already know that. The real secret is how the pros [Do something awesome]. This is what you need to copy.

Cheers,

[Name]

**Email 4.**

**When to use:** You want to share a guide on how to use your product/service.

Hey [First Name],

I just wanted to share with you my latest blog post. Let me know what you think.

The Beginner's Guide to [Area of expertise]

Did you know that [Interesting bullet point from guide] helps solve [Problem a use might be having] ?

Take care,

[Name]

PS: [Insert extra bullet point from the guide]

**Email 5.**

**When to use:** When you want to provide statistical evidence to build up your product's reputation and link to your product as well.

Hey [First Name],

Today I realized something, check this out.

[Link to content piece/picture of graph with data]

There's evidence to suggest that only [Number]% of [Statistic] result in [Effect].

After reading a stat like that, you might want to learn more about how you change things for the better. [click to continue]

Thanks

[Name]

PS: Big News! My new [Content] is now available for pre-order from [Place to order]

**Email 6.**

**When to use:** When you want to teach people about mistakes you've made in your area of expertise.

I've grown my [Product] to [Number of visitors/buyers].

But who cares?

Because [traffic/money] isn't everything.

See, I made a lot of mistakes along the way, specifically 30.

Before you spend any more time on [Area of expertise], I want you to read this[Link].

It will save you time and help you avoid the big mistakes I made.

Make sure you checkout [Paragraph/link]. We tend to take it for granted.

Cheers,

[Name]

PS: Make sure you checkout the [Link]

**Email 7.**

**When to use:** In times of Covid19 to reassure your customers.

It's been roughly a [Time passed since Corona] now since the Coronavirus flipped our lives upside down.

From having to practice social distancing and getting used to life without the outdoors to continually washing our hands and wearing masks and seeing loved ones and friends getting sick, the Coronavirus is something none of us expected.

One thing that we have all seen is our businesses suffer, which is making it hard to survive.

But over the past few weeks we've been running tons of experiments and analyzing data. And we found some ways to [Benefit for user]

Here's how to [Benefit for user] [ Link]

Make sure you check out opportunity number [Number] in the link above.

Stay safe, and I hope this makes things a little better for you.

[Name]