

1. Search Engine Optimization template:

Subject Line: Google doesn't like your business website

Body:

Hey **[Lead.Name]**,

I stumbled upon your website after searching for **[keyword]** in **[location]**. I have to admit, your business website is really hard to find...

I hope you're the owner of **[Business Name]**... (If I got the wrong address, ignore this email)

But if it is you, just know that I wouldn't know that your business existed if I wouldn't have seen several forum posts from people recommending it online.

This made me think that your business website is severely under-ranked. And after looking into it, I'm absolutely convinced that I'm right.

As a matter of fact, I'm willing to bet that you're losing dozens of new potential customers DAILY just because your business is not visible enough in Google's search results.

You might be wondering where this is all coming from. Well, I'm an SEO consultant at **[Agency Name]**. I specialize in helping small and medium businesses to gain visibility online.

I don't mean to brag, but we have collectively helped hundreds of businesses (such as yours) to make themselves liked by Google's algorithm.

I'm happy to show you some case studies if you want. Reply to this email if you're interested in seeing how other businesses have benefited from our services.

To sweeten the proposition even more, I've put together a customized SEO & Website audit report using a selection of PRO tools that we regularly use here at **[Agency Name]**.

I promise you it does a great job of explaining your website issues and what you need to do to fix them.

The report is completely **Free**. All you have to do is reply to this email and I'll send it to you as soon as possible.

I hope to hear from you soon,
[Your Name]
[Your Agency]
[Your Phone Number]

2. Video Marketing Services template:

Subject Line: Start using videos or get left behind!

Body:

Hey **[Lead.Name]**,

I'm **[Your Name]** from **[Your Agency]**.

I'm reaching you with this email to let you know that your business just took part in a comprehensive local analysis that my team just completed.

The purpose of the case study was to see the percentage of small and medium businesses that successfully leverage the power of video in your area. The analysis was focused on **[Lead. Area]** and included a few dozen local businesses (including all your local competitors).

I'm not trying to alarm you or anything, but you should know that your business is not among those that are using the power of video marketing effectively.

This is detrimental in the long term because video (as a medium) is set to take over the digital space in just a few short years. What's even more worrying is that some of your direct competitors seem to have understood this and are already adapting to the change.

Just so you know, we've helped a lot of businesses that were in a similar situation to start using video marketing to get more clients.

If you're interested, we can discuss more on our findings. I think it will really help you gain an insight into how video marketing can be used from a small business perspective.

If you're interested, reply to this email and we'll set up a meeting as soon as possible.

Contact me when you are ready to talk,

[Your Name]
[Your Agency]
[Your Phone Number]

3. Social Media Management Services template:

Subject Line: All Your Clients are on Social Media

Body:

Hey **[Lead.Name]**,

I'm reaching you with this email after noticing that your business has virtually no social media presence.

It's clear that you are among the top options when it comes to the local clients' preferences, but yet you have no means of reaching them on the most popular social networks.

Facebook, Twitter, Instagram, and Snapchat are platforms that can make your business explode when used correctly.

Keep in mind that I've seen some mentions about your business on social media - this is a clear signal that there's a lot of potential to grow here.

But perhaps the most worrying aspect is that most of your local competition is already using social media consistently.

You should act upon this NOW start making your business visible on social media. But keep in mind that not every platform is suitable for every kind of business. You'll need a thorough analysis that will tell you where your audience resides.

Once you know where your clients are, you should deploy social media tactics that are known to work on their customer persona.

If you want help, I can take care of all your social media services. We here at **[Agency Name]** already manage dozens of local businesses in your area.

Most of them have already experienced a 25% increase in new monthly clients. We can send you proof on that if you're interested.

If you're ready to enlist social media help, reply to this email or reach us on the phone and we'll talk specifics.

Have a nice day,

[Your Name]

[Your Agency]

[Your Phone Number]

4. Local SEO Optimization template:

Subject Line: Get ahead of your competition using Local SEO

Body:

Hey **[Lead.Name]**,

I'm sure you get quite a few sales pitches, but this one is quite different.

Let's talk straight - Your business is one of the best in the area. Your loyal mass of clients can testify to that. Mouth-to-mouth marketing has worked out great for you. It's all because you have good **[services/products]**.

But there's one area that you're severely lagging behind (when looking at your competition). If you were to search for your business online from your area, you'll see that your business will not pop up on the first places (even though it should).

Your competition occupies the first places even though they have inferior services. You should know that we here at **[Agency Name]** found your case quite curious so we decided to investigate.

As it turns out, Google is not ranking in the first positions because you haven't done any Local SEO (Search Engine Optimization). It's either that or your local competition is doing it better than you.

Either way, we can help you with that. We deliver quality Local SEO services to small and medium businesses in your area.

If you want to improve your visibility in the local search results, get in touch with me by replying to this email. You can also use this number ([Your Number]) to set up a meeting and we'll talk about the specifics of your case.

Looking forward to hearing back from you.

[Your Name]

[Your Agency]
[Your Phone Number]

5. Google My Business Optimization/Creation template:

Subject Line: Why aren't you doing any GMB optimization?

Body:

Hey [Lead.Name],

I'm writing you this email after spending over 5 minutes trying to find your **Google My Business (GMB)** listing. I know the best local businesses in [Prospect area] and I know that your business is among the best [business niche].

But despite your impeccable credentials, Google doesn't rank your business among the **Top Local Pack**.

We researched your business niche quite a lot and it seems like your local competition is outranking you in **Google's Top Local Pack** even though your services are clearly superior.

Your case struck me as peculiar at first, but I believe I've identified the culprit. The reason why you aren't ranking nearly as well as you should is your GMB listing.

See, Google likes a claimed & well optimized GMB listing that people can rely on. You'll need to set dynamic business hours, insert rich media and moderate your review section.

We here at [Agency Name] are currently are currently working with quite a few businesses that are oddly similar to your business. We help them gain more visibility in Google's search engine results by keeping their GMB listing nice and tidy.

You won't believe the number of extra clients that a well-optimized GMB listing can get you. If you want, we can send you some case studies done by us that will blow your mind.

If you're interested in talking about your GMB listing and the ways that we can improve on it, reply to this email or reach us on our agency phone number.

I hope to hear from you soon,

[Your Name]

[Your Agency]

[Your Phone Number]

6. Facebook Ads Marketing template:

Subject Line: You Need Facebook Ads to Stay Ahead

Body:

Hey **[Lead.Name]**,

I noticed that your business is quite active on Social media (Facebook in particular).

Given that I work on a Marketing Agency (**[Your Agency]**) that is relying heavily on Social Media, It's nice to see an informed small business that is jumping on the trend wagon.

Since you're invested in Facebook, I thought you should know that there's been a change in Facebook algorithm. As of know, the organic reach of business accounts has been drastically diminished (I'm sure you already noticed that by now).

Without getting into the technical aspects, just know that the **News Feed** section has been adjusted to prioritize personal posts - which means that business accounts are not nearly as visible as they used to be.

With this new algorithm change, you can't possibly aim to maintain the same level of reach unless you invest in a paid ad campaign.

This will make you spend a little extra, but it will boost your reach considerably. Even more, you can target specific types of potential clients according to their interests, education and much more.

If you're interested in finding more about the possibility of creating a paid Facebook ad campaign, reply to this email or reach me on this phone number **[Your Number]** and we'll set up a meeting.

Looking forward to hearing back from you,
[Your Name]

[Your Agency]

[Your Phone Number]