

Email Marketing for My Branding Strategist

E-mail #1

Subject: You're next binge starts now

Content:

The goal of most solid Instagram content is to stop the scroll. Your goal should be to create a binge. Just like when new episodes of Love is Blind drop on Netflix, your users should want to just keep scrolling through your Instagram profile to see all the gorgeous, smart, useful content you've shared.

To become an authority with binge-able content, you need to be someone your audience knows and trusts, who posts regularly, AND who has stellar graphics. When that happens, you begin selling easily in the DMs = Increasing your income = Scaling your business.

Bingeable content is also shareable content. Shareable content can grow your social audience and lead to more sales and exposure.

Here's an easy formula for becoming a binge-able Instagram account:

Fire graphics + Engaging, useful copy + Killer hashtag strategy = Bingeable content

If you need help creating the kind of content that your audience craves, let's connect. MBS's content bundles are designed to turn your Insta profile into a binge-worthy experience.

E-mail #2

Subject: Happy Monday! Ready to get to work?

Content:

Let's kick this week off right! New week, new mindset. This is the week that you will knock out that to-do list, kill it on social media, and make new connections to grow your business.

Want a good place to start? Here's my to-do list for a productive week:

- Reach out to 5 lukewarm leads.
- Schedule regular social content.

- Respond to community love on social media accounts.
- Find a new networking group, event, or opportunity.
- Review branding strategy to make sure everything is within brand standards.

A unique, strategic, and purposeful brand is the key to becoming a recognizable business in the sea of competitors. One of the best things you can do to invest in your business is to sit down and clearly define your brand, along with your business's tone of voice, color strategy, purpose, and brand messages.

It can seem overwhelming, but if you're looking for a place to start and a branding expert to help out, we've got you. Let's talk about creating a brand that's true to your vision.

E-mail #3

Subject: How to be uniquely you

Content:

You guys. Canva and other drag-and-drop design platforms are okay, but in a world obsessed with the perfect Insta shot, you can totally tell when a brand is relying on them to build semi-professional graphics.

Yes, it's better than nothing or bad Photoshop but it creates an almost uniform-looking profile, and not in a good way. You want graphics that have the same design theme but look unique, not like you just dropped in new text to a template.

[insert example of MBS insta grid]

A professional designer can help you achieve a consistent look and feel to your graphics that is unique to your business. Not a template that anyone can search and have access to on an open design platform. These graphics can be used on your website, in an email, on thank you cards, and anywhere else you can imagine.

If you need help creating a cohesive look and feel, consider investing in an MBS unlimited graphic design retainer. That way, you know you'll always have a designer when you need one.

E-mail #4

Subject: Do your customers like looking at your stuff?

Content:

Do you know the best way to sell your product? Have a killer product and packaging designs.

It's true. Killer product and packaging design can also mean the difference between selling a product to a new customer and having them walk on by.

Good design catches people's eye. It draws them into your product and urges them to pick it up and learn more about it. It shows your potential customers something about your product. For example, an energy drink sells more when it has a bright, energetic design. A hard seltzer sells more with an understated, sophisticated design.

Good design also inspires people to want to share it with their friends as a way to reinforce their good taste. No one wants to take and share a picture of a plain box or bag, no matter how much they love the product inside.

[Don't let yourself get stuck with a boring product/packaging design.](#)

E-mail #5

Subject: Your VIP website is waiting

Content:

Your people are looking for a VIP experience when they come to your website. They want to feel special and be able to complete their purpose from start to finish, whether it's buying a product or getting in touch about a service.

When you have your brand nailed and an amazing product or service, you need a website that shows both in the best way possible. It needs to WOW your customers and clients while staying true to your brand vision.

You won't get there with a template-based website builder. Those are a great first step, especially with the number of unique themes out there. But if you're ready to take the next step with the dreamy new website you've been dreaming of, you need to find a collaborative and focused website designer.

Your website is selling even when you're asleep. [You deserve one that works as hard as you do at presenting your brand and its vision and values.](#)

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SOURCES USED:

Provided information and examples

<https://mybrandingstrategist.com/services>