

Description of sample: I crafted a sales email on behalf of account managers and distributed it to client lists via SendGrid.

Winning subject line: "Quick Notice About Your Site"

Unique open rate: 73.68%

Email body:

Hey [%first_name%],

As you start wrapping things up for the year and looking ahead to 2020, I was hoping to catch you for a quick chat.

I don't know if you've seen Google's local search results page recently, but the whole top half of the page is now taken up by sponsored content and paid ads.

As a result, a lot of local service providers are seeing a dip in their website traffic.

Before you panic, this isn't a catastrophe for your website. I'm just letting you know so we can get ahead of it.

Reach out when you have a minute. We can go over your site's performance and discuss some ways to beat this trend in the new year.

You can simply reply to this email, or give me a call at [REDACTED].

Talk soon,
Brittanie