

Re-engage your local advertisers with these
proven, outreach emails

57% of email recipients consider a message to be spam if it **isn't relevant to their needs**, even when they know the vendor well.

- wsj.com

Subject:
Reach Engaged Buyers

As one of the largest media outlets in the state, with strong subscriber-base and highly engaged readers, we can help you reach buyers.

Proof is in the numbers:

- XXX weekday; XXX Sunday subscribers
- XXX digital subscribers
- XXX email subscribers
- XXX monthly website visits
- XXX social media followers

We welcome an opportunity to work with you to reach this affluent, educated, community-minded audience with an advertising program that fits your goals and budget.

Attached is a quick overview of our audience and the opportunity.

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Mobile usage in March was up **215%** from March 2019.

- eMarketer

Subject:
You Need Sales. We Have Your Buyers.

Your business changed overnight. One thing that didn't change – local buyers need your services.

- We know these people.
- We know the market.
- We can reach them in their homes, on their mobile and tablets.

With the widest reach in the community, we can put your brand and message in front of the right person at the right time and stay top of mind.

We can have you up running in just a few days, for about \$XX per household.

I've include a short video, that describes our offering. After watching, please reach back out to get started.

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60% of time spent consuming media content is on mobile

- Comscore

Subject:
Market to Homeowners. Let's Get You Booked.

Under current circumstances, homeowners are actively seeking your services. They have big plans, and they need you to make it happen.

Stay top of mind and stand out from the rest.

We can help you reach homeowners; in their house, on their mobile device and tablet.

Contact me to set up your campaign. We can have you up and running in just a few days.

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US **digital ad spend** will increase by **\$2.2B**, despite the pandemic. That's a **1.7% increase** over 2019.

- eMarketer

Subject:
Quick Video Intro

Here is a short video that explains why I'm reaching out.

[insert video link]

We have great marketing resources to help you reach your customers and find potential new customers.

Everyone is turning to digital during this time of COVID. We can help you stay in front of them across the web, in mobile and on social.

I respectfully request 10 minutes to share more with you about our program.

Here is a link to my calendar to pick a time that works for you.

[calendly link].

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