

Email subscriber journey

Email 1:

Subject: Here's your social media content calendar! 📅

Preview text: Welcome to the XYZ community 🙌

Hello, [name]!

As promised, your content calendar is below. I hope this is exactly what you need to boost your inspiration and motivation to create the best content for your audience. Content creation can be tricky, but this calendar is the perfect sidekick for your content creation endeavors. Grab it below 🙌

[button: [Show me my content creation sidekick](#)]

Also, I'd like to formally welcome you to the XYZ newsletter! 🙌

You'll receive four more emails over the next four days (and possibly one more if a regularly scheduled newsletter is planned during that time) and then about once a week or less after that with social media marketing tips and guidance!

As a social media manager, I am so excited to share all that I know with you and what I'm learning along the way. More on me and what you'll get out of this newsletter tomorrow!

Have a great day,

Robert

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Email 2:

Subject: We should talk

Preview text: There's a lot to catch up on!

Hey, [name]!

Since this may be among our first interactions, I couldn't go much further without introducing myself, of course:

I'm Robert, a social media manager and your personal social media guide 😊 With the XYZ newsletter, you'll learn how to best reach your audience via social media and pack the most value into your marketing content to grow your business!

The #1 thing about a solid social media strategy: you should show YOU 💡. The one thing that differentiates you from all of your competitors out there in Internet World is YOU (Corny? 🥕 Maybe. The truth? Yes.).

People like to connect with people. So show a little bit of your personal side (that you're comfortable with, of course) and allow your audience to learn who you are.

I'll go first:

- I absolutely love skydiving.
- I have a room in my house dedicated to my snakes, lizards, and fish.
- I have watched every season of *Survivor*.
- I've always tried to use social media as a way to help others with what I felt like I was good at, so XYZ just felt right to pursue!

Now it's your turn! Create a piece of content that gives your audience insight into who you are.

If you need help creating social content like this and you'd like guidance for your social media content strategy from yours truly, schedule a complimentary consultation [here](#)! Let's see how you can transform how your audience gets to know you online 😁

Cheers,
Robert

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P.S. Missed the content calendar from yesterday? No worries! Here it is:

[\[Show me the calendar\]](#)

Email 3:

Subject: How can AI help you?

Preview text: Your personal social assistant

Hi [name],

I think everyone has heard about the recent rise of Artificial Intelligence...and we're quickly witnessing how it can be used—for good and bad 😬

For many, their gut reaction was a wave of relief at the thought of never having to write anything from scratch ever again! What a time to be alive, right? 😊

But there are TWO things about depending completely on AI to write for you:

1. You'll end up sounding like everyone else who's using it to write for them 😞
2. People are quickly recognizing when they're reading something written by a computer. Yikes—and that's no good when trying to grow your brand on social media.

So instead, try using AI for:

- Brainstorming
- Inspiration
- Writing prompts
- Outlines
- First drafts (maybe)

To my last point: while AI can write a first draft for you, you'll have to heavily revise its formatting and edit your brand voice and tone in there, and sometimes that requires a complete rewrite anyway. Whomp 🙌

So do with AI what you must, but make sure you're true to your brand!

Happy content creation,
Robert

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P.S. Want your posts distributed to the right channels at the right time without fail? I got you. Let's have a 30-minute complimentary consultation and see if I could be of any help. Schedule our chat [here](#).

Email 4:

Subject: Turn ONE post into EIGHT pieces of content 🤖

Preview text: You read that right

Hello [name],

There's no reason to have to create new content every single time you want to post on social media! Content repurposing is your friend 🐱🐱

Here's how you can use literally ONE post to create a jackpot of extra pieces of content:

Take one written social media post and turn it into:

- An audio clip
- A long-form video of you talking about your original post (like a YouTube video)
- A short-form video (like a TikTok video)
- A visual using tools like Canva
- A PDF guide that offers assistance with achieving the lesson in the original post
- A blog post that dives deeper into the topic for a more well-rounded conversation
- A LinkedIn article that can be almost the same as your blog post, with some minor tweaks
- Another social post where you update it a few weeks or months later with new information or a new perspective on the topic

The best part is that some people respond better to content in different mediums, so you'll likely grab the attention of more people this way!

There isn't always a need to reinvent the wheel 🛞—as cliché as that sounds. Just use the same wheel and roll with it!!

Stay inspired,

Robert

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P.S. Need to make sure all of your fabulous repurposed posts are distributed to the right channels at the right time without fail? I got you. Let's have a 30-minute complimentary consultation and see if I could be of any help. Schedule our chat [here](#).

Email 5:

Subject: You've earned THIS opportunity

Preview text: ~~100~~ Let's be REEL 🎬

Hi, [name]!

Hopefully the last few days have been super helpful to you in how to boost your social media game. Social media is so vital in growing your brand...and can be one of the trickier and time consuming elements of running a business.

Which brings me to say: While this all may have been helpful, there are only so many hours in the day. You're busy and I'm here to help.

Treat yourself—you've absolutely earned it—and pass your social media responsibilities to me. By working together, you will:

- Have access to a social media professional (that's me!)
- Save time creating, scheduling, and strategizing your content
- Boost your online presence
- Attract your ideal clients with top-notch organic content (I don't offer paid ads services)
- Shift your focus entirely to client work with the comfort of knowing your social media marketing is taken care of

Sounds good to you? Not sure if now is the right time or if it's something you need?

It's all good! Let's [schedule a 30-minute complimentary consultation](#) (no strings attached) and discover what could work best for you. We'll discuss your social media strategy, goals, and how you can confidently boost your brand's online presence.

[\[I'm ready to take social media off my plate\]](#)

Looking forward to seeing your business shine online!

Best,
Robert

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