

Client: Web Content Doctor

Project: Promotional email

Objective: Request a content audit

COPY EXCERPT

SUBJECT LINE: Why you need more than engaging content

EMAIL BODY:

Dear Digital Marketer,

As you know, engaging content is a critical part of a successful website.

But while user engagement is important, it is not the only thing you need to worry about.

You need to attract visitors to your website in the first place.

Then you need to persuade them to take action so you can achieve your business goals. And those goals include getting more leads and sales.

Find out how a site audit can help you make more money with your web content.

That's why I am writing to you today. I have designed an advanced, three-part system for developing high-performance web content. At the heart of this system is the content audit.

Like a physician who conducts a physical exam to diagnose what is wrong with a patient, I use the content audit to determine the condition of your web

content. With this information you will be able to:

- Treat the causes of poor website performance and boost your bottom line.
- Prevent serious problems from occurring, saving you the expense of fixing them.
- Create and document a strategic plan for your web content development.

[Copy continues...]

Blake Smith

**B2B Web Copywriter
Lead-Gen Specialist**

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"I am on a crusade to cure the online business world of Crappy Content Syndrome one website at a time. Visit WebContentDoctor.com and join the crusade."

WebContentDoctor.com Portfolio