

Effortless A.I. Agency

Follow-Up Email Templates

I. Website Design & Optimization

SUBJECT: Ready to Turn Clicks into Customers?

Hi [Name],

Thanks for reaching out about revamping your site.

A quick redesign, built to load fast and guide visitors step-by-step, can turn casual browsers into steady buyers.

If you'd like, I can map out the top three changes that will move the needle the quickest.

When's a good time for a 15-minute chat?

SUBJECT: A 2-Minute Audit Pinpointed One Fix

Hi [Name],

I ran a light audit on your homepage.

One simple tweak could cut bounce rate in half.

Want me to send the screenshot and next steps?

Just reply "Send it" and I'll forward the details...

SUBJECT: Your Website Can Pay for Itself in 30 Days

Hi [Name],

Our clients typically see new revenue cover redesign costs within a month.

I can show you the numbers behind it... No slide deck... Just straight facts.

Interested?

- Name

[Your Name]

[Your Contact Details]

2. Search Engine Optimization (SEO)

SUBJECT: Found 3 Easy Wins for Google Rankings

Hi [Name],

While reviewing your site, I spotted three quick SEO wins worth acting on now.

Mind if I share them?

SUBJECT: Local Prospects Are Searching — You're Almost There

Hi [Name],

You already rank on page two for key terms.

A focused sprint could push you to page one and bring a steady flow of buyers.

Can I outline the plan?

SUBJECT: How One Tweak Brought 122 New Leads

Hi [Name],

A recent client added a single schema tag and saw a flood of calls.

I can show you how the same move fits your site.

Open to a five-minute walkthrough?

- Name

[Your Name]

[Your Contact Details]

3. Pay-Per-Click (PPC) Advertising

SUBJECT: Profit-First Ad Strategy Without Guesswork

Hi [Name],

I noticed your competitors bidding on your brand name.

A lean PPC campaign can protect your turf and steal theirs.

Want to see the math?

SUBJECT: 40% Lower Cost-per-Lead Is Possible

Hi [Name],

I've trimmed CPL by 40% for firms like yours using tighter geo-targeting.

If you'd like the template, just hit reply with "template."

SUBJECT: Small Budget, Big Result Case Study

Hi [Name],

Spent \$500, earned \$4,300 in sales last month.

I'll show you the ad and landing page if you're curious.

- Name

[Your Name]

[Your Contact Details]

4. Social Media Management & Advertising

SUBJECT: Your Posts Deserve a Bigger Audience

Hi [Name],

You're posting solid content...

...let's turn it into leads.

I can sketch a promo calendar that converts likes into bookings.

Interested?

SUBJECT: Instagram Story Ads that Book Appointments

Hi [Name],

One local salon filled its week using a \$15 Story ad.

I can tailor the same play for you with free draft included.

Would you like to see it? No strings.

SUBJECT: 10-Minute Daily Social Media Plan

Hi [Name],

No time to post?

I'll share a quick-start schedule and content that you can hand off to any staff member.

Or I can schedule them for you...

Let me know if that helps.

- Name

[Your Name]

[Your Contact Details]

5. Email Marketing & Automation

SUBJECT: 3-Email Welcome Flow = More Sales

Hi [Name],

A short welcome sequence can triple first-purchase rates.

Ready to see the outline?

SUBJECT: Recovering Abandoned Carts For An Easy Win

Hi [Name],

Most carts are abandoned.

A two-step email brings many back.

I can show you the copy I use.

Want to peek?

SUBJECT: Send Fewer Emails, Earn More

Hi [Name],

Cutting send volume while segmenting lists boosted revenue 27% for a client last quarter.

Happy to walk you through the logic. Curious?

- Name

[Your Name]

[Your Contact Details]

6. Content Marketing

SUBJECT: One Blog Post = Four Leads (Here's Proof)

Hi [Name],

Authority pieces bring steady inbound calls.

Let me share a real example from last month.

SUBJECT: Turn FAQs into Clients

Hi [Name],

You answer common questions every day.

Packaging them into a guide positions you as the go-to expert.

I can outline topics in 10 minutes.

SUBJECT: Repurpose Content, Save Hours

Hi [Name],

Why start from scratch?

I'll show you how to spin a single article into video, email, and social snippets.

Interested in details?

- Name

[Your Name]

[Your Contact Details]

7. Lead Generation & Nurturing Funnels

SUBJECT: Your Lead Flow Fixed in a Week

Hi [Name],

A streamlined funnel can grab visitor info and warm them up automatically.

Want the step-by-step?

SUBJECT: Double Lead-to-Call Rate with One Page

Hi [Name],

Adding a simple micro-yes page doubled call bookings for a client.

I can demo the layout.

Curious?

SUBJECT: Stop Leaks in Your Funnel

Hi [Name],

Most funnels lose 60% of leads at step one.

I can pinpoint this gap for free; shall I run it?

- Name

[Your Name]

[Your Contact Details]

8. Conversion Rate Optimization (CRO)

SUBJECT: Quick CRO Wins. No Redesign Needed?

Hi [Name],

Small tweaks to button text, or a quick headline swap can lift sales quickly.

Mind if I send over a punch list?

SUBJECT: Test This, Bank That

Hi [Name],

A/B test results: 18% lift from one headline change.

I'll share the data chart if you'd like.

Just let me know...

SUBJECT: Your Checkout Page Is So Close

Hi [Name],

Removing a single field raised a client's checkout rate 14%.

I can spot similar friction points on your site in 15 minutes.

Want me to take a quick look?

- Name

[Your Name]

[Your Contact Details]

9. Online Reputation & Review Management

SUBJECT: 5-Star Reviews on Autopilot

Hi [Name],

Automated review requests collect happy customer stories without nagging.

Want to try the script?

SUBJECT: One Bad Review? Let's Flip It

Hi [Name],

A recent client turned a 1-star into a referral machine.

I'll show you the response template.

Interested?

SUBJECT: Boost Ranking with Better Reviews

Hi [Name],

Google favors highly rated businesses.

I can set up a system that grows reviews weekly...

Let me know if you'd like to see details.

- Name

[Your Name]

[Your Contact Details]

10. Local Listings & Google Business Profile Optimization

SUBJECT: Get Found in “Near Me” Searches

Hi [Name],

Updating three fields in your Google profile can push you to the top of the local map pack.

Want me to highlight them?

SUBJECT: Photo Hack for More Calls

Hi [Name],

Adding fresh photos lifted calls 25% for a client.

I can show you the before/after.

Up for a quick look?

SUBJECT: Keep Competitors from Hijacking Your Profile

Hi [Name],

Simple settings stop competitors from editing your listing.

I can check yours in minutes.

Shall I?

- Name

[Your Name]

[Your Contact Details]

I I. Branding & Graphic Design

SUBJECT: Your Brand, Consistent Everywhere

Hi [Name],

A clear brand kit saves time and builds trust.

I can put together a fast draft—want to see it?

SUBJECT: Small Logo Tweaks, Big Impact

Hi [Name],

Modernizing a logo boosted a client's perceived value overnight.

I'll mock up ideas at no charge.

Reply back if interested?

SUBJECT: Brand Story That Sells

Hi [Name],

A concise brand story aligns team and message.

I can draft a one-page version for you.

Would that help?

- Name

[Your Name]

[Your Contact Details]

12. Video Marketing & Production

SUBJECT: 60-Second Video, Big Payoff

Hi [Name],

Short explainer videos lift conversions.

I can outline a script and shot list in one call.

Open to it?

SUBJECT: Turn Your Phone into a Studio

Hi [Name],

You don't need fancy gear.

I'll share a checklist to shoot pro-looking clips with a smartphone.

Want it?

SUBJECT: Video Ads That Stop the Scroll

Hi [Name],

A/B tests show video ads outperform static by 30%.

I can craft a concept tailored to your audience.

Ping me back if interested...

- Name

[Your Name]

[Your Contact Details]