

1. The "Quick Question" Approach

Subject: Quick question about [Company Name]

Hi [First Name],

I was just on your website and noticed [specific, positive observation - e.g., "the great case studies you have for your clients"].

I also saw that [mention a small, specific area for improvement - e.g., "your site wasn't loading as fast as it could on mobile," or "I didn't see a clear newsletter signup"].

We help companies like yours boost their online presence by [mention your service, e.g., "optimizing website speed and user experience"]. It often leads to [mention a benefit, e.g., "better engagement and higher conversion rates"].

Would you be open to a quick 15-minute chat next week to discuss how we could do the same for [Company Name]?

Best,

[Your Name]

2. The "Competitor" Angle

Subject: Idea for [Company Name]'s social media

Hi [First Name],

I saw that your competitor, [Competitor Name], is getting a lot of traction from their recent [mention a specific campaign, e.g., "Instagram Reels campaign"].

I have a few ideas on how you could create a similar, but even more effective, social media strategy for [Company Name] that would help you [mention a benefit, e.g., "attract more of your ideal customers"].

We recently helped [Your Client's Name] achieve [mention a specific result, e.g., "a 30% increase in engagement in just one month"].

Would you have 15 minutes to connect this week?

Best,

[Your Name]

3. The "Value First" Template

Subject: A few ideas for your email marketing

Hi [First Name],

I'm a big fan of what you're doing at [Company Name]. I especially liked [mention something specific, e.g., "your recent blog post on X"].

I had a couple of ideas that could help you get even more out of your email marketing. For example, have you considered [suggest a specific strategy, e.g., "a welcome email sequence for new subscribers"?]. This alone can often [mention benefit, e.g., "boost open rates by 20%"].

I've put together a brief document with 3 actionable tips for [Company Name]. Can I send it over? No strings attached.

Best,

[Your Name]

4. The "Hyper-Personalized" Email

Subject: Loved your post on [Platform, e.g., LinkedIn]

Hi [First Name],

I saw your recent post on [Platform] about [Topic] and completely agree with your point on [mention a specific point they made].

It got me thinking about how this applies to your website. With your expertise in [Their Industry], a more dynamic website could help you [mention benefit, e.g., "showcase your authority and attract more high-ticket clients"].

I specialize in building websites for industry leaders like yourself. Would you be open to a brief chat about how we can elevate your online presence?

Best,

[Your Name]

5. The "Problem/Solution" Framework

Subject: Is your website working for you?

Hi [First Name],

Many businesses in [Their Industry] struggle with [mention a common problem, e.g., "generating leads from their website" or "keeping their social media consistent"].

This often leads to [mention a negative consequence, e.g., "missing out on potential customers" or "losing ground to competitors"].

We offer a solution. Our [Your Service, e.g., "comprehensive social media management"] helps businesses like yours [mention the solution/benefit, e.g., "build an engaged community and drive real business results"].

I'd love to show you how we can help [Company Name]. Do you have some time for a call next week?

Best,

[Your Name]

6. The "Short & Sweet" Email

Subject: [Company Name] + [Your Company Name]

Hi [First Name],

I help companies like [Company Name] grow by improving their [mention your service, e.g., "website and social media presence"].

Our clients typically see [mention a key result, e.g., "a 25% increase in inbound leads within 3 months"].

Can we talk for 15 minutes on Tuesday?

Best,

[Your Name]

7. The "Referral" Style Email

Subject: [Mutual Connection's Name] suggested I reach out

Hi [First Name],

I was recently speaking with [Mutual Connection's Name], and they mentioned you were looking to [mention a goal, e.g., "revamp your online marketing efforts"].

My company specializes in [Your Service], and we've helped businesses like yours to [mention a key benefit].

Given what [Mutual Connection's Name] told me, I think we could be a great fit. Would you be open to a quick introductory call?

Best,

[Your Name]

(Note: Only use this if you have a genuine mutual connection.)

8. The "Specific Compliment" Email

Subject: Your [Specific Content, e.g., Blog, Podcast]

Hi [First Name],

I've been following your [Content Type] for a while now, and I have to say, your episode on [Topic] was fantastic.

I noticed that while your content is top-notch, your website could do a better job of [mention an area for improvement, e.g., "capturing visitor emails" or "showcasing your amazing work"].

A few small tweaks could make a huge difference. I have some ideas I'd be happy to share.

Are you free for a quick chat sometime this week?

Best,

[Your Name]

9. The "Local Business" Angle

Subject: Fellow [Your City] business owner

Hi [First Name],

I was looking for local businesses in [Your City] that are doing great things and came

across [Company Name].

As a fellow local business owner, I know how important it is to have a strong online presence. I help local companies with [Your Service] to [mention benefit, e.g., "attract more local customers and grow their brand"].

I'd love to connect and see if there's any way I can help [Company Name] achieve its goals.

Would you be open to grabbing a coffee or a quick virtual call?

Best,

[Your Name]

10. The "Follow-Up" Email

Subject: Re: Quick question

Hi [First Name],

Just wanted to quickly follow up on my previous email.

We help companies like yours with [Your Service], leading to results like [mention a specific, impressive result].

If you're interested in achieving similar results for [Company Name], I'd be happy to walk you through how we do it.

Let me know if you're open to a brief chat.

Best,

[Your Name]

11. The "Relevant Case Study" Approach

Subject: How [Similar Company] increased leads by 40%

Hi [First Name],

I'm reaching out because I saw that you're in the [Their Industry] space, similar to our client, [Client Name].

They were struggling with [mention a pain point you solved, e.g., "a low-converting

website"]. We rebuilt their site and implemented a targeted social media strategy, which resulted in [mention a key metric, e.g., "a 40% increase in qualified leads in 60 days"].

I believe we could achieve similar, if not better, results for [Company Name].

I put together a one-page summary of the strategy we used. Would you like me to send it over?

Best,

[Your Name]

12. The "Free Audit" Offer

Subject: Your website's performance

Hi [First Name],

My name is [Your Name] and I specialize in web development and performance optimization.

I ran a quick analysis of [Company Name]'s website and found a few critical areas for improvement that are likely impacting your user experience and SEO rankings.

I recorded a short 5-minute video walking you through what I found and how to fix it. It's a complimentary audit, with no obligation.

Can I send you the link to the video?

Best,

[Your Name]

13. The "Company News" Hook

Subject: Congrats on the [Company Announcement]!

Hi [First Name],

I saw the news about [mention specific news, e.g., "your recent funding round," "your expansion into a new market," or "the launch of your new product"]. Congratulations to you and the team at [Company Name]!

With this exciting growth, ensuring your digital presence can handle the increased attention is crucial. We specialize in scaling websites and marketing efforts for companies at your stage.

Would you be open to a 15-minute call to discuss how we can support your growth?

Best,

[Your Name]

14. The "Better Alternative" Angle

Subject: An alternative to [Tool/Strategy they might use]

Hi [First Name],

I noticed on your site that you're using [mention a tool, e.g., "a standard contact form"] for lead capture. It's a solid start, but I have an idea that could significantly improve your conversion rate.

We help businesses like [Company Name] implement [mention your superior solution, e.g., "interactive multi-step forms and a robust email marketing backend"] to not only capture more leads but also nurture them effectively.

For a similar client, this small change led to [mention a specific result].

Happy to explain more on a quick call if you're interested.

Best,

[Your Name]

15. The "Ultra-Direct" Approach

Subject: Website & Social Media for [Company Name]

Hi [First Name],

My company builds high-performance websites and manages social media for businesses in the [Their Industry] sector.

Our services help clients:

1. [Benefit 1, e.g., Increase qualified leads]
2. [Benefit 2, e.g., Boost brand authority]

3. [Benefit 3, e.g., Improve customer engagement]

Are you the right person to discuss this with? If not, could you point me in the right direction?

Thanks,

[Your Name]

16. The "Pain Point Agitation" Template

Subject: Frustrated with your social media ROI?

Hi [First Name],

I see you're putting a lot of effort into [Company Name]'s social media. But for many in your industry, that effort doesn't translate into meaningful leads or sales. It can feel like you're shouting into the void.

Wasted time and a flat-lining sales graph are common outcomes of a disconnected social strategy.

We specialize in turning social media from a time-sink into a lead-generation machine. We build systems that directly tie social activity to your bottom line.

Would 15 minutes be worth it to see if we can fix this for you?

Best,

[Your Name]

17. The "Social Proof" Template

Subject: [Your Company] <> [Big Client/Well-Known Brand]

Hi [First Name],

We recently helped [Impressive Client Name] overhaul their email marketing strategy, resulting in a [Specific, impressive metric, e.g., 50% increase in click-through rates].

I was looking at [Company Name]'s current setup and noticed you're facing similar challenges to what [Impressive Client Name] had before we stepped in.

My team specializes in [Your Service] for companies in the [Their Industry] space.

Do you have 15 minutes to discuss the strategies we used and how they could apply to [Company Name]?

Best,

[Your Name]

18. The "Question About a Goal" Template

Subject: Your goal of [mention a public goal]

Hi [First Name],

I read in [Source, e.g., a news article, your annual report] that [Company Name] is aiming to [mention their stated goal, e.g., "expand into the European market this year"].

A key part of that expansion will be a website that's optimized for international audiences and a social strategy that resonates with new demographics. Is that part of the plan?

That's exactly what we do. We help companies like yours launch successfully in new regions.

Happy to share a few initial thoughts if you're open to a brief chat.

Best,

[Your Name]

19. The "Hiring Signal" Template

Subject: Filling your [Job Title] gap

Hi [First Name],

I noticed on LinkedIn that you're currently hiring a [Job Title, e.g., Social Media Manager].

Finding the right person can take months, and in the meantime, key marketing activities can stall.

While you search for the perfect long-term fit, have you considered bringing on a specialized agency to manage your social media and keep the momentum going? We

can step in immediately to handle everything from strategy to execution.

This could be a cost-effective way to bridge the gap and even set up a successful framework for your new hire.

Would you be open to a 15-minute call to explore this?

Best,

[Your Name]

20. The "Broken Link/Site Issue" Template

Subject: A heads-up about your website

Hi [First Name],

I was looking for some information on your website today and noticed that the link to your [e.g., "About Us" page] from the homepage is broken—it leads to a 404 error.

Just wanted to give you a heads-up in case you weren't aware.

My company actually specializes in web development and maintenance, helping ensure businesses always present a professional and seamless online experience. If you ever need a hand with this kind of thing, I'd be happy to help.

Hope this helps!

Best,

[Your Name]

21. The "If/Then" Proposition

Subject: A simple proposition

Hi [First Name],

If I could show you a way to get more leads from your existing website traffic without spending more on ads, would you be interested?

That's what we do. We use a combination of conversion rate optimization and smart email marketing to help companies like [Company Name] maximize their current assets.

If you give me 15 minutes, I'll show you how it works.

Best,

[Your Name]

22. The "A/B Test Idea" Template

Subject: An idea for your homepage CTA

Hi [First Name],

I love the clean design of [Company Name]'s website.

I had a quick idea for a simple A/B test that could potentially double the clicks on your main call-to-action button. Have you ever tried changing the text from "[Current Button Text]" to something more benefit-driven, like "[New Button Text Idea]"?

We run these kinds of tests for our clients all the time, and the results can be surprising. It's a core part of how we approach web development—always focused on results.

Would love to chat about this and a few other simple ideas I have for you.

Best,

[Your Name]

23. The "End of Quarter/Year" Angle

Subject: Hitting your Q3 goals?

Hi [First Name],

With the end of the quarter approaching, I'm sure you're focused on hitting your sales and growth targets.

Often, a few quick wins on the marketing front can make all the difference. I noticed your email marketing could be a powerful, untapped channel for a final push.

We specialize in launching rapid-impact email campaigns designed to re-engage old leads and drive short-term revenue.

If you're looking for a way to finish the quarter strong, I have a few ideas that we could

implement in under a week. Let me know if you're open to hearing them.

Best,

[Your Name]

24. The "Resource Share" Template

Subject: Thought you might find this useful

Hi [First Name],

I saw your recent LinkedIn post about the challenges of [Topic they discussed]. It's something we hear a lot about.

My team actually just published a guide on "[Title of Your Guide/Blog Post]," which includes a checklist for solving this exact problem. I thought you might find it valuable.

You can check it out here: [Link to your resource]

We help companies like [Company Name] implement these strategies. If you find the guide helpful, I'd be happy to chat about how we could tailor it to your specific needs.

Best,

[Your Name]

25. The "Forwardable" Email

Subject: A question about your website

Hi [First Name],

I'm writing in hopes of being connected with the person at [Company Name] who is responsible for the website and digital marketing.

We are a digital agency that has helped companies in the [Their Industry] space achieve results like:

- [Result 1, e.g., 50% increase in web traffic]
- [Result 2, e.g., 2x more leads from social media]
- [Result 3, e.g., 30% higher email open rates]

If that's you, would you be open to a brief introductory call? If not, could you please

forward this email to the right person?

Thank you for your time.

Best,

[Your Name]

26. The "Technology Stack" Angle

Subject: Question about your [Tech Name] setup

Hi [First Name],

I noticed your site is built on [Platform, e.g., Shopify, Webflow]. It's a great platform.

My team specializes in creating custom solutions for [Platform] that go beyond the standard templates, particularly around [mention a specific area, e.g., "integrating advanced email marketing flows" or "optimizing for Core Web Vitals"].

We recently helped another [Platform] user [mention a result, e.g., "cut their page load time in half"].

If you're looking to get more performance out of your current tech stack, I'd be happy to share a few ideas.

Best,

[Your Name]

27. The "Customer Experience" Angle

Subject: From first click to final sale

Hi [First Name],

I was mapping out the customer journey for [Company Name], from finding you on social media to navigating your website.

There's a small disconnect between the exciting brand you present on [Social Platform] and the user experience on your site's [Specific Page]. Aligning this could significantly boost conversions.

We specialize in creating seamless, end-to-end customer experiences that turn

followers into loyal customers.

Would you be open to a 15-minute chat where I can walk you through what I saw?

Best,

[Your Name]

28. The "Data-Driven" Pitch

Subject: A surprising stat about [Their Industry]

Hi [First Name],

Did you know that [mention a surprising statistic, e.g., "companies in your industry see a 45% higher lead conversion from interactive website content"]?

I was looking at [Company Name]'s site and realized you have a huge opportunity to capitalize on this.

We help businesses like yours implement data-driven strategies—like [mention your service]—to get ahead of the curve.

Happy to share the report where this data came from and discuss how it applies to you.

Best,

[Your Name]

29. The "Missed Opportunity" on Social

Subject: A question someone asked you on [Platform]

Hi [First Name],

I saw a great question from a user named [User's Name] on your [Facebook/Instagram] post from [Date] about [Topic]. It looked like a real buying signal, but I didn't see a public reply.

Handling these inquiries quickly can be the difference between a new customer and a lost opportunity.

We help busy teams manage their social media engagement to ensure no lead is left

behind.

If you're interested, I can show you a system to streamline this.

Best,

[Your Name]

30. The "Partnership" Proposal

Subject: [Your Company] + [Company Name] = ?

Hi [First Name],

Your expertise in [Their Industry] combined with our skills in digital marketing could be a powerful combination.

I have an idea for a joint webinar on "[Webinar Topic]" that would provide immense value to both our audiences and position [Company Name] as a thought leader.

This is just an initial thought, but I believe a collaboration could be mutually beneficial.

Would you be open to exploring this further?

Best,

[Your Name]

31. The "Help Them Look Good" Angle

Subject: An idea to impress the board

Hi [First Name],

I'm sure you're always looking for new ways to demonstrate marketing ROI to your leadership team.

I've been analyzing [Company Name]'s digital footprint and identified a key area—[mention service area, e.g., email marketing automation]—where a small investment could produce a significant, reportable lift in [Metric, e.g., lead quality].

We specialize in implementing marketing systems with clear, measurable results that make you look great in the boardroom.

Do you have 15 minutes to discuss a strategy you could present in your next meeting?

Best,

[Your Name]

32. The "UX/UI Feedback" Template

Subject: Small feedback on your website's mobile menu

Hi [First Name],

I was browsing your website on my phone, and it looks great.

One tiny piece of feedback: on the [Specific Page], the [UI Element, e.g., "submit button"] was a bit hard to tap because it was close to the edge. It's a super common issue.

Fixing small UX details like this is our bread and butter—it can have a surprising impact on conversions.

If you're ever in need of a team that's obsessed with the details, we'd love to chat.

Best,

[Your Name]

33. The "Reciprocity" Template

Subject: Loved your article on [Topic]

Hi [First Name],

Just shared your recent article about [Topic] with my network on LinkedIn—it was a great read.

It actually ties into the work we do. We help experts like you amplify their message with a powerful website and targeted social media strategies, ensuring your great content gets seen by the right people.

Since you're already creating fantastic content, you're 90% of the way there. We can help with the other 10%.

Let me know if you'd be open to a quick chat about it.

Best,

[Your Name]

34. The "Industry Trend" Angle

Subject: The [Industry Trend] and your website

Hi [First Name],

With [mention a major industry trend, e.g., "the rise of AI in financial planning"], it's more important than ever for [Company Name]'s website to reflect that you're at the forefront of the industry.

I have a few ideas for how you can update your site and social presence to directly address this trend and attract clients who are looking for a modern approach.

It's a strategy we've used successfully for other forward-thinking firms.

Would you be open to hearing them?

Best,

[Your Name]

35. The "Before & After" Story

Subject: 3 months ago, they had 0 leads from their website

Hi [First Name],

Three months ago, a client in your industry came to us. They had a decent website but were getting zero leads from it. They were frustrated and ready to give up on it.

We rebuilt their key landing pages and launched a simple email capture campaign. Last month, they generated [Specific Number] qualified leads directly from the site.

Your situation at [Company Name] looks very similar to where they started. I'm confident we could create a similar success story for you.

Do you have 15 minutes to hear what we did?

Best,

[Your Name]

36. The "Checklist" Offer

Subject: A quick checklist for you

Hi [First Name],

Based on my work with other companies in [Their Industry], I've put together a simple "Social Media Sanity Checklist" to help brands quickly identify gaps in their strategy.

I thought you might find it useful for [Company Name].

Would you like me to send it over? No catch.

Best,

[Your Name]

37. The "One-Sentence" Email

Subject: A question

Hi [First Name],

Is improving the lead generation from [Company Name]'s website a priority for you right now?

Best,

[Your Name]

38. The "Event Follow-Up"

Subject: Enjoyed your talk at [Event Name]

Hi [First Name],

I was in the audience for your talk on [Topic] at [Event Name] last week and was really impressed by your insights on [Specific Point].

Your point about [Specific Point] is something we focus on heavily when we build email marketing systems for our clients, ensuring that every message reinforces brand authority.

If you're ever looking for a team to help implement the great ideas you share on stage, I'd love to connect.

Best,

[Your Name]

39. The "Content Repurposing" Idea

Subject: Your blog post on [Topic]

Hi [First Name],

Your recent blog post on [Topic] was excellent—so much value packed in there.

It's the perfect source material for a short video, an infographic, and at least 5-7 social media posts. This is one of the easiest ways to maximize your marketing efforts.

We specialize in helping businesses repurpose their pillar content to fuel their entire social and email marketing strategy.

Would you be open to a quick call to brainstorm how we could do this for your article?

Best,

[Your Name]

40. The "Are you still at...?" Follow-up

Subject: Still at [Company Name]?

Hi [First Name],

Just wanted to bump this in your inbox. Is improving your website and social media presence something you're still thinking about?

Best,

[Your Name]

41. The "Holiday/Seasonal" Hook

Subject: Getting your site ready for [Holiday/Season]

Hi [First Name],

With [Holiday, e.g., Black Friday, the New Year] just around the corner, I'm sure you're planning your marketing pushes.

I took a look at [Company Name]'s website and have a few ideas to quickly optimize it for the seasonal rush to ensure you capture as many leads and sales as possible.

We can implement these changes in less than a week.

Let me know if you'd like to see what I have in mind.

Best,

[Your Name]

42. The "Gated Content" Idea

Subject: An idea for your [Resource Name]

Hi [First Name],

I just read your guide on "[Resource Name]"—it's one of the best resources on the topic I've seen. Honestly, it's so valuable you could easily be using it to generate leads.

Have you considered "gating" it behind a simple email signup form?

We specialize in setting up these kinds of lead-capture systems, including the follow-up email sequences to nurture the new leads. It's a simple way to build your most valuable marketing asset: your email list.

Happy to show you what this could look like for [Company Name].

Best,

[Your Name]

43. The "Brand Voice" Compliment

Subject: Your brand's voice is great

Hi [First Name],

I just wanted to say I'm really impressed with the brand voice at [Company Name]. The copy on your website is [Adjective, e.g., witty, professional, reassuring].

I have an idea for a social media campaign that would take that same voice and use it

to build a highly engaged community on [Platform, e.g., LinkedIn].

It's all about translating your existing brand strength into a different medium.

Would you be open to hearing the idea?

Best,

[Your Name]

44. The "Video Marketing" Idea

Subject: A video idea for [Company Name]

Hi [First Name],

After reviewing your services, I had an idea for a simple 2-minute video that could clearly explain the value of [Your Specific Service]. It would be perfect for the top of your homepage.

A short, professional video can dramatically increase time-on-page and conversion rates.

My team includes video production and marketing. We could script, shoot, and edit a powerful video for you and then build a strategy to make sure it gets seen.

Interested in hearing the concept?

Best,

[Your Name]

45. The "Pain Point" Question

Subject: One question

Hi [First Name],

What's the single biggest challenge you're facing with your social media marketing right now?

I specialize in solving these problems for companies like yours.

Best,

[Your Name]