



Client Magnet
Marketing

COLD EMAIL SEQUENCE

I wrote a cold email sequence targeted at loan officers that BankingBridge was trying to build relationships with.



BANKINGBRIDGE

EMAIL SEQUENCE

7 EMAILS

Email #1

Subject Line: What does it take to loan to millennials?

Hi ~Name~,

It's no secret that millennials are not only a huge market, but they are also much less interested in traditional banking services than previous generations. But, that doesn't mean that they don't need or want bank loans. How can you effectively target this group?

First, you need to understand the reasons for the shift from traditional banks to other online services. Millennials find these other services more convenient. Let's face it, most traditional bank apps are clunky. They are not as functional or easy to use as many of the other fintech apps that millennials are turning to.

If you want to get the attention of this group you need to reach them with digital marketing. They need your services, but it is up to you to get their attention and show you understand them.

Here at BankingBridge we have been working on solving the problem of connecting millennials and younger consumers with traditional banks. We have identified you as a key influencer in your industry.

We would like to get your feedback on our efforts and services. This is not a sales pitch. We would like to show you what we have developed and get your feedback on its strengths and weaknesses.

Please reply to this email or visit us here [insert link] to schedule a demo with us at your convenience.

We appreciate your help and input.

Thanks,

[Signature Block]



Email #2 Send 4 days after 1st message

Subject Line: What are your biggest digital marketing challenges?

Hi ~Name~,

It is clear from the research that to effectively reach millennials, you need to have a strong digital marketing game. What are your biggest digital marketing challenges?

We have found that for many loan officers the problem with digital marketing is time. It takes a lot of time to develop and manage a digital campaign. It takes time to figure out the ROI and it takes time to deal with the compliance steps required by regulators and your organization.

Here at BankingBridge we think we have a solid solution to these issues. But, we want to develop a product that gives loan officers the most useful, powerful, and simple tool for digital marketing and lead generation.

We would like you input on what we could be doing better. We know that you are at the top of your profession. Would you be willing to schedule a demo and give us feedback on the BankingBridge dashboard and tools?

We aren't looking to sell to you. We just want your insight about what you and your peers really need.

Thank you for taking the time to read this message. Please reply to this email or go here [insert link] to schedule a brief demo and feedback session at your convenience.

Thanks,

[Signature Block]



Email #3 Send 7 days after 1st message

Subject Line: Does social marketing work for loan officers?

Hi ~Name~,

Does social media work for loan officers? That's the million-dollar question isn't it? Through our research we have found that most loan officers suspect social media marketing is a profitable way to attract clients, but that most loan officers have no way to track the ROI of social media activities.

We have also found that social media marketing does work. When done right, it attracts high-quality leads.

We have put together a new way to measure and manage digital marketing activities, including social media marketing. We are currently looking for input on our work from industry influencers and leaders.

We are inviting you to schedule a brief demo of our product and to give us your feedback. This is not a sales call. There is no sales pitch. We are just interested in getting your help to make BankingBridge the best tool for loan officers it can be.

Reply to this email or visit us here [insert link] to schedule the demo. You can pick a time that works best for you.

We appreciate your help.

Thanks,

[Signature Block]



Email #4 Send 10 days after 1st message

Subject Line: Compliance challenges with digital marketing

Hi ~Name~,

One of the biggest issues with digital marketing is handling the compliance issues. Many of the compliance regulations and requirements weren't drafted with digital in mind. But, digital marketing is the most cost effective way to reach certain key demographics.

How are you managing these compliance challenges?

We made solving these issues a key part of our BankingBridge service. Our tool allows loan officers to develop and manage high-quality leads online.

We are looking to feedback from industry leaders and influencers on our work. We would like you to experience a demo of our tool and to let us know what you like about it and what needs to be added to meet your needs.

You can reply to this email or you can visit us here [insert link] to schedule a brief demo. We know your time is valuable and we appreciate your willingness to provide us with your expertise and insight.

Thanks,

[Signature Block]



Email #5 Send 13 days after 1st message

Subject Line: The biggest marketing mistakes lenders make with millennials

Hi ~Name~,

Millennials are a key demographic for the banking industry. But, much of the marketing targeting them is flawed. The biggest mistake people make when marketing to millennials is failing to engage them. They expect to be marketed to. They are sophisticated consumers. In order to reach this audience your digital marketing as to be interesting and engaging.

We created BankingBridge to make it easier for lenders to develop and manage their online leads. We have included everything from tools to calculate your ROI to compliance tools to brand management tools.

Because of your expertise and position in the industry, we would like to get your feedback on our work. We want to make sure BankingBridge is easy to use and solves your biggest pain points.

We are inviting you to demo our product and give us your input on what we have created. The demo will only take a few minutes of your time.

We think we have created a killer app for loan officers. But, we want you to help us make it even better.

Simply reply to this email or visit us here [insert link] to schedule your demo today.

Thank you in advance for your help.

Thanks,

[Signature Block]



Email #6 Send 17 days after 1st message

Subject Line: What makes a great digital lending tool?

Hi ~Name~,

If you could create a digital tool to help loan officers, what would it do? What would it look like?

BankingBridge was designed to help connect lenders with millennials and other key demographics through digital marketing and smart lead management. We are looking for feedback from industry leaders and influences like you to help us make BankingBridge even better.

We want to know how well the tool solves your pain points, how easy it is to navigate, and what features you think are missing.

You are invited to take experience a short demo of BankingBridge and give your feedback directly to us. Please reply to this email or go to this site [insert link] to schedule the demo are your convenience.

We are excited about what we have created. But, we need your help to make it perfect.

Thank you in advance for your help and insights.

Thanks,

[Signature Block]



Email #7 Send 21 days after 1st message

Subject Line: How would design a digital lending tool?

Hi ~Name~,

How do you design an online lending tool that helps loan officers develop and manage high-quality leads? That is the question we started with when creating BankingBridge. It's no secret that millennials are fleeing traditional banks. But, research shows they still need traditional banking services such as access to home loans, and other types of financing.

We worked hard to create the best tool of its kind. However, we want to make sure it is perfect for loan officers.

We are reaching out to you, and other industry leaders and influencers, to get feedback and input on our work.

You are invited to experience an exclusive demo of BankingBridge. After the demo we would like to get hear from you about what you like and what can be improved. This is not a sales pitch.

You can schedule the brief demo at your convenience by replying to this email or by going here [insert link].

We appreciate how valuable your time is. Thank you in advance for your help and insights.

Thanks,

[Signature Block]

