

# Nurture Emails

SFMC COPY AND LAYOUT OPTIONS

September 2023



# Email 1:

## AFFLUENT OPTIONS

### Preheader/Subject line options:

- Vote for our MVP – Most Valuable Pitch.
- Which TV ad made your highlight reel?
- Choose our MVP – Most Valuable Pitch.
- Pick your favorite Sox video of the season.
- What was our best play of the year?
- Vote for your favorite MassMutual/Red Sox video

### Headlines:

## Vote for our MVP (Most Valuable Pitch)

What was your favorite play of the year?

## What was our best pitch of the season?

Vote for your favorite MassMutual/Red Sox video

### Body:

Hey <#FIRST NAME#>,

We love being an official partner of the Red Sox Nation. We get to see our name in lights at every home game, eat tons of Fenway Franks, and work with Red Sox greats like Rafael Devers, Joe Castiglione, and Wally.

So, as we wrap up the season, we want to know -- what was our best play of the year?

Choose your MVP (Most Valuable Pitchman)

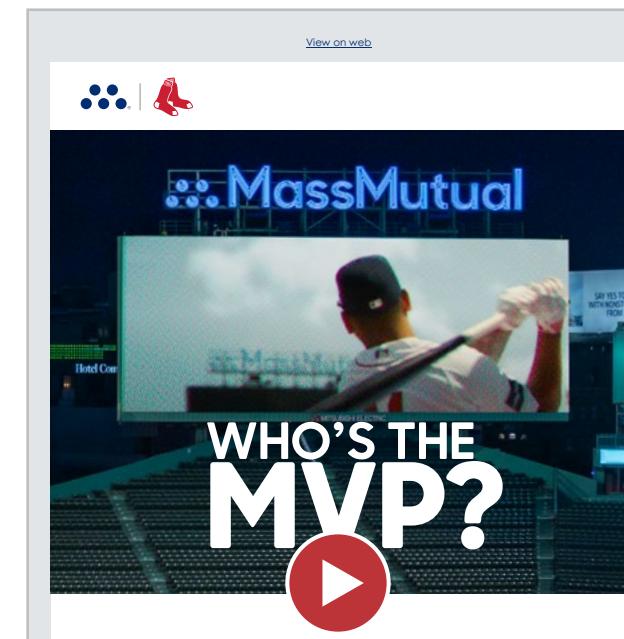
### CTA:

**VOTE NOW**

# Email 1

## AFFLUENT OPTIONS

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Hey <#FIRST NAME#>,

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So, as we wrap up the season, we want to know — what was our best play of the year?



**Choose the MVP**  
(most valuable pitch)

[Twitter](#) [Facebook](#) [Instagram](#)

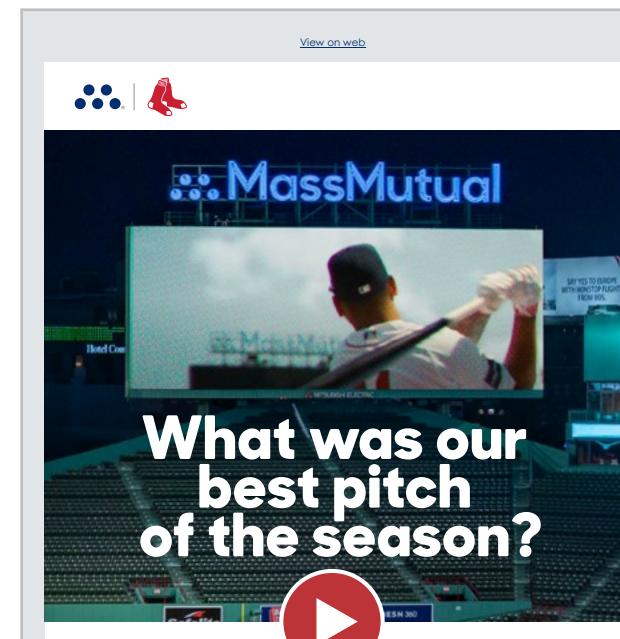
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Hey <#FIRST NAME#>,

We love being an official partner of Red Sox Nation. We get to see our name in lights at every home game, eat tons of Fenway Franks, and work with Red Sox greats like Rafael Devers, Joe Castiglione, and Wally.

Now as the regular season starts to wind down, we want you to choose our best play of the year.

[Play](#) [Share](#) [Vote](#)

[Twitter](#) [Facebook](#) [Instagram](#)

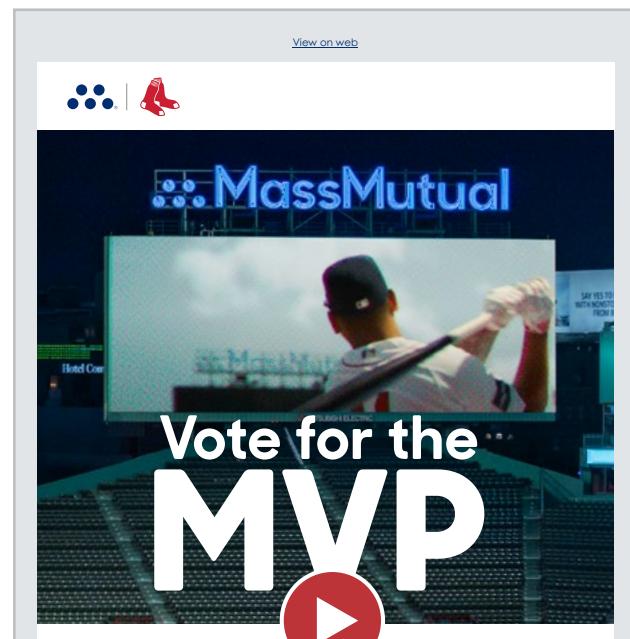
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Hey <#FIRST NAME#>,

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Now as we wrap up the season, we want you to choose our MVP — Most Valuable Pitch.

[PLAY](#) [SHARE](#) [VOTE](#)

[Twitter](#) [Facebook](#) [Instagram](#)

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# Email 1

## MARKET OPTIONS

### Preheader/Subject line options:

- Vote for our MVP – Most Valuable Pitch.
- Which TV ad made your highlight reel?
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### Headlines:

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What was your favorite play of the year?

## What was our best pitch of the season?

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### Body:

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We love being an official partner of the Red Sox Nation. We get to see our name in lights at every home game, eat tons of Fenway Franks, and work with Red Sox greats like Rafael Devers, Joe Castiglione, and Wally.

So, as we wrap up the season, we want to know -- what was our best play of the year?

Choose your MVP (Most Valuable Pitchman)

### CTA:

**VOTE NOW**

# Email 1

## LANDING PAGE

**Headline(s):**

## Choose our 2023 MVP.

What was our best pitch of the season?

**Body:**

We're proud to be an official partner of the Red Sox. And we think our love of being part of Red Sox Nation shines in these fun TV spots. Is there a better way to say this? This line feels clunky. Which one was at the top of your highlight reel?

**Video embeds:**

[Devers screen shot] Rafael Devers in "Neighborhoods"

[Castiglione screen shot] Joe Castiglione in "Play-by-Play Guy"

[Wally screen shot] Wally in "Nightlight"

**CTA: Vote Now****We're as serious about your financial wellbeing as we are about the Sox**

We take our commitment to Red Sox Nation as seriously as our commitment to our policyholders. These two lines are saying basically the same thing, can we create just one line? So when it's time to make a game plan for your financial future, you should call us up.

Talk to one of our financial professionals and see how we can help you plan for the regular season and beyond.

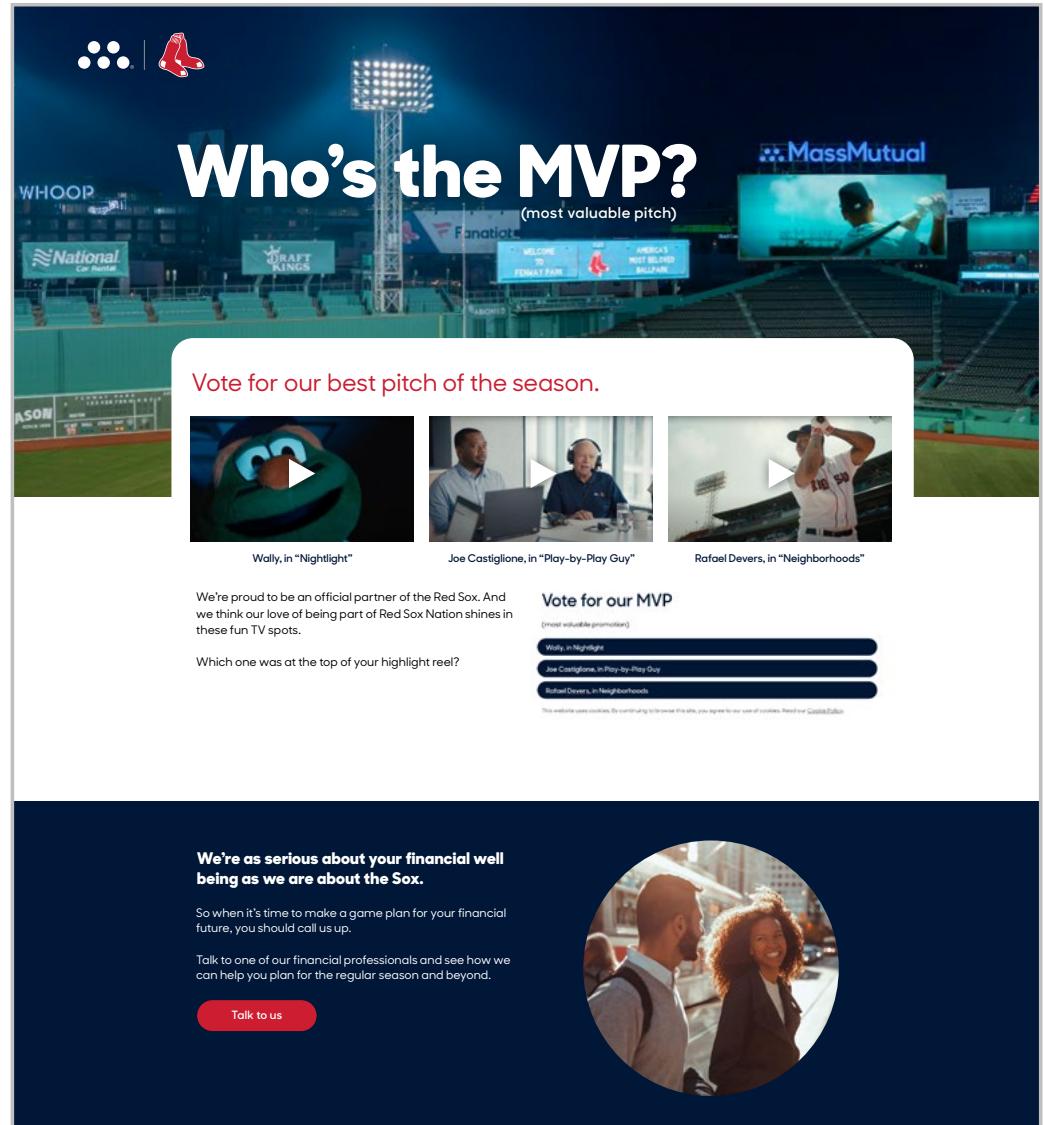
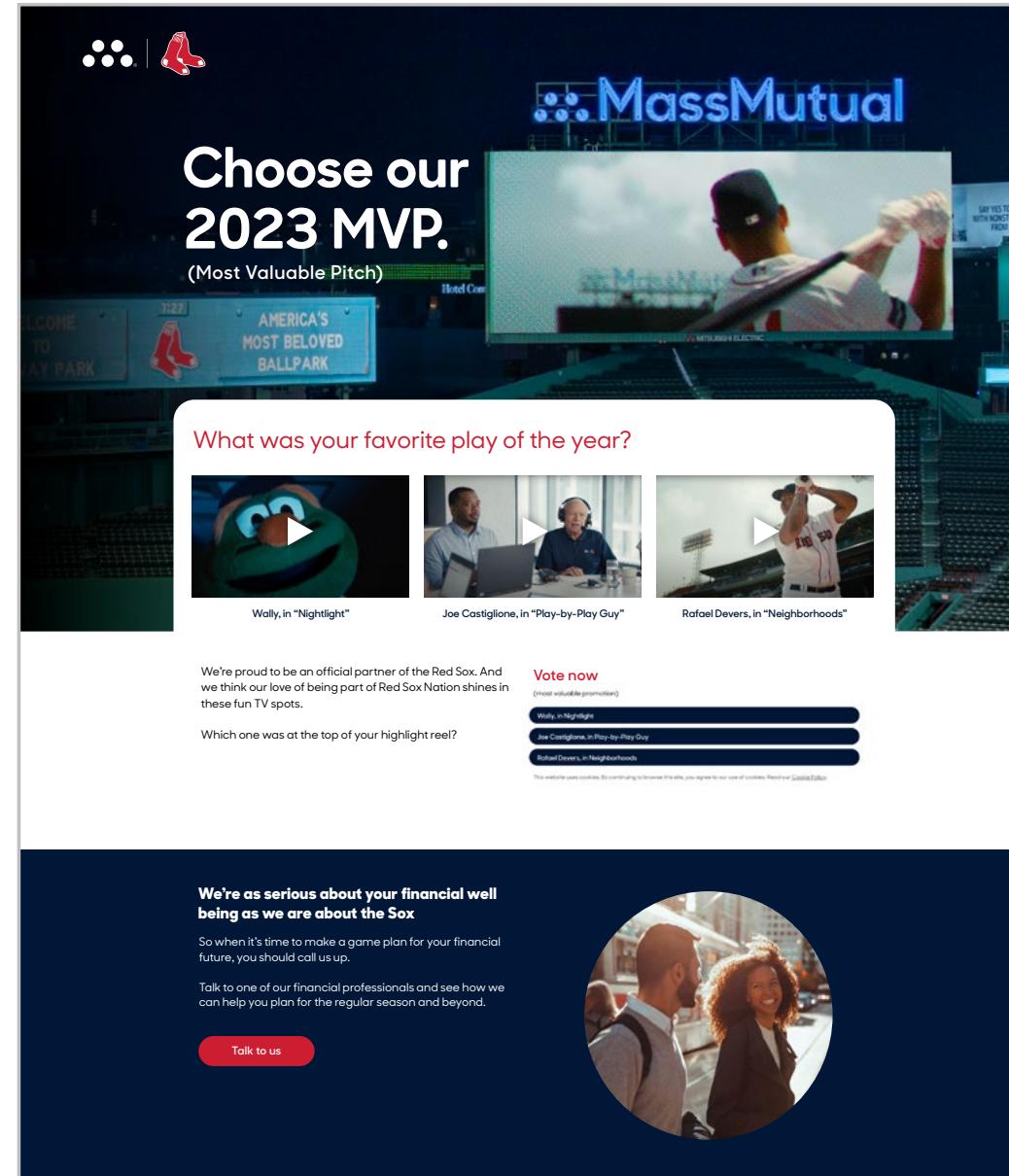
**CTA: Contact us**

# Email 1

## LANDING PAGE OPTIONS

### Design Notes

- Video Background with clips playing on the jumbotron under the MassMutual Centerfield sign.
- Three embedded videos linked to the 3 MassMutual commercials.
- Embedded Jebbit Survey with real time feedback.
- Bottom section points offers an area for visitors to reach out to MassMutual.



## Email 2: AFFLUENT OPTIONS

### Preheader/Subject line options:

- We've got a bullpen of financial pros ready to help you win.
- Learn how we can help protect your future.
- Our mission is to help protect your financial future.
- Talk to one of our financial professionals.
- Talk to us about your financial future (and Fenway Franks).
- Your financial wellbeing is our priority.

### Headlines:

We're as serious about your financial wellbeing as we are about the Sox

### Body:

We're proud to be an official partner of the Red Sox, and have been rooting for them since Fenway's first pitch.

And while we're happy to discuss the particulars of Pesky's Pole versus Pudge's Pole, we really get excited talking about helping you secure your financial wellbeing. It's our mission, after all.

So when it's time to make a game plan for your financial future, talk to one of our financial professionals and see how we can help you plan for the regular season and beyond.

### CTA:

**Contact Us**

# Email 2

## AFFLUENT OPTIONS

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 | 



**MassMutual**  
Live for today.  
Plan for tomorrow.

**We're as serious about your financial wellbeing as we are about the Sox**

Hey <#FIRST NAME#>,

We're proud to be an official partner of the Red Sox, and have been roofing for them since Fenway's first pitch.

And while we're happy to discuss the particulars of Pesky's Pole versus Pudge's Pole, we really get excited talking about helping you secure your financial wellbeing. It's our mission, after all.

So when it's time to make a game plan for your financial future, talk to one of our financial professionals and see how we can help you plan for the regular season and beyond.

[Contact us](#)

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# Email 2

## LANDING PAGE OPTIONS

**Headline(s):**

### Live for today. Plan for tomorrow.

We're as serious about your financial wellbeing as we are about the Sox

**Body:**

We take our commitment to Red Sox Nation as seriously as our commitment to our policyholders. So when it's time to make a game plan for your financial future, you should call us up.

Whether you're just starting to save for retirement, or close to tapping into your nest egg, it's important that you have the financial tools available to protect you and those you love, like annuities, IRAs, and insurance protection.

Financial wellness means something different for everyone. So explore what's important to you – whether that's learning the basics, navigating life's stages, balancing life and work, or building generational wealth. You've got this, and we're here to help.

Talk to one of our financial professionals and see how we can help you plan for the regular season and beyond.

**CTA: Talk to a pro**  
**(Form)**

#### Here's our MVP (Most Valuable Pitch)

Red Sox Nation voted, and the results are in. Watch our Play of the Year.

[MVP winner video embed]

# Email 2

## LANDING PAGE OPTIONS

### Design Notes

- Headline designed into the Centerfield Sign.
- SFMC lead form.
- Embedded Jebbit Survey with real time feedback.
- Bottom section Announces the winner of the poll and offers an additional opportunity to watch the videos embedded into the page.

**Live for today. Plan for tomorrow.**

**We're as serious about your financial wellbeing as we are about the Sox**

We take our commitment to Red Sox Nation as seriously as our commitment to our policyholders. So when it's time to make a game plan for your financial future, you should call us up.

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Talk to one of our financial professionals and see how we can help you plan for the regular season and beyond.

**Here's our MVP**  
Most valuable pitch.

Red Sox Nation voted, and the results are in. Watch our Play of the Year.

**WINNER**

37% Wally, in Nightlight

33% Joe Castiglione, in Play-by-Play Guy

30% Rafael Devers, in Neighborhoods

Wally, in "Nightlight"      Joe Castiglione, in "Play-by-Play Guy"      Rafael Devers, in "Neighborhoods"

two**five**eight<sup>o</sup>  
CREATIVE GROUP