

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

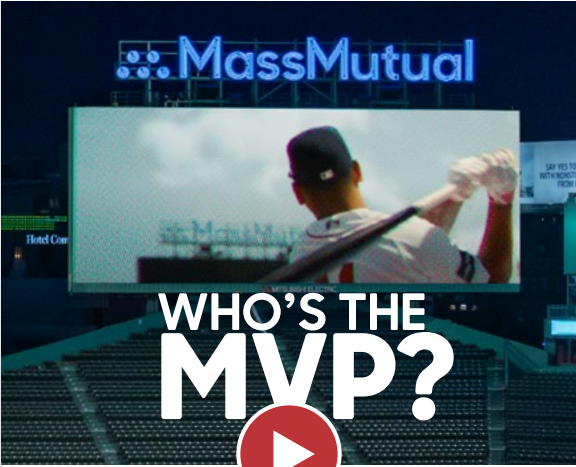


Email 1


AFFLUENT OPTIONS

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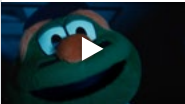
WHO'S THE MVP?



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)







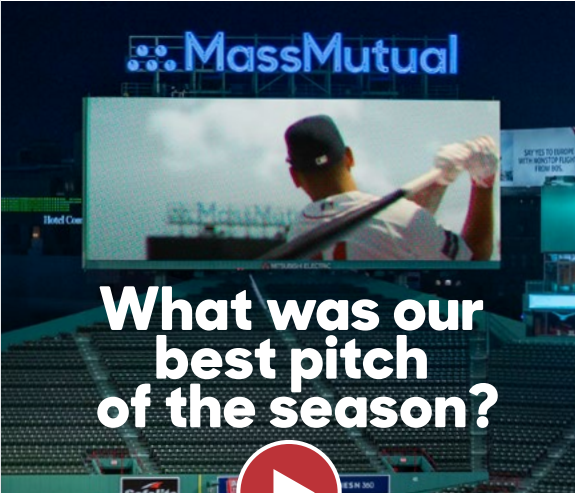
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What was our best pitch of the season?





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







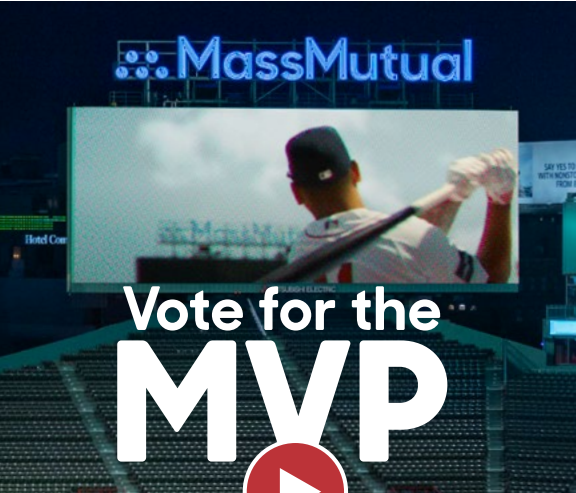
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Vote for the MVP





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





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Email 1

MARKET OPTIONS

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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

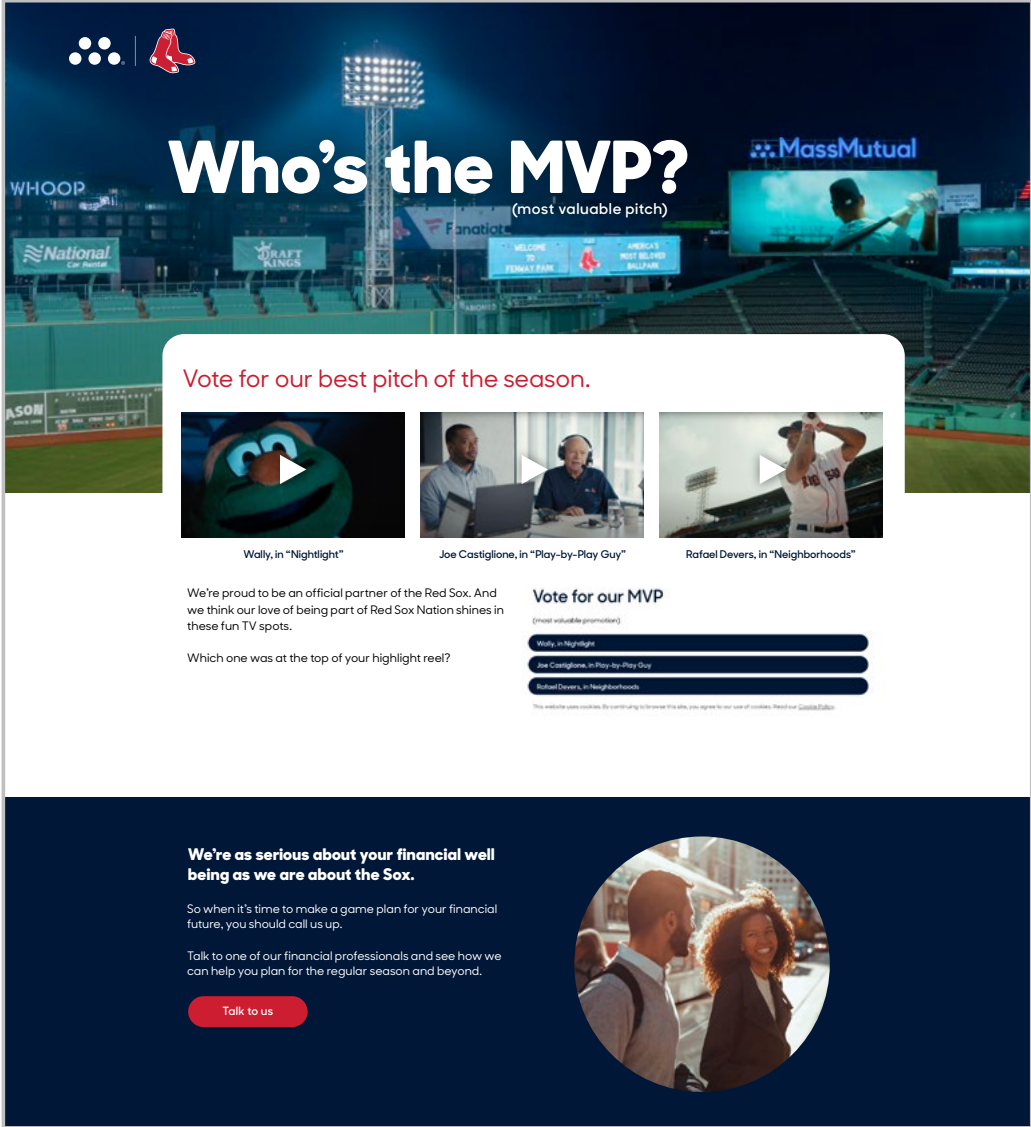
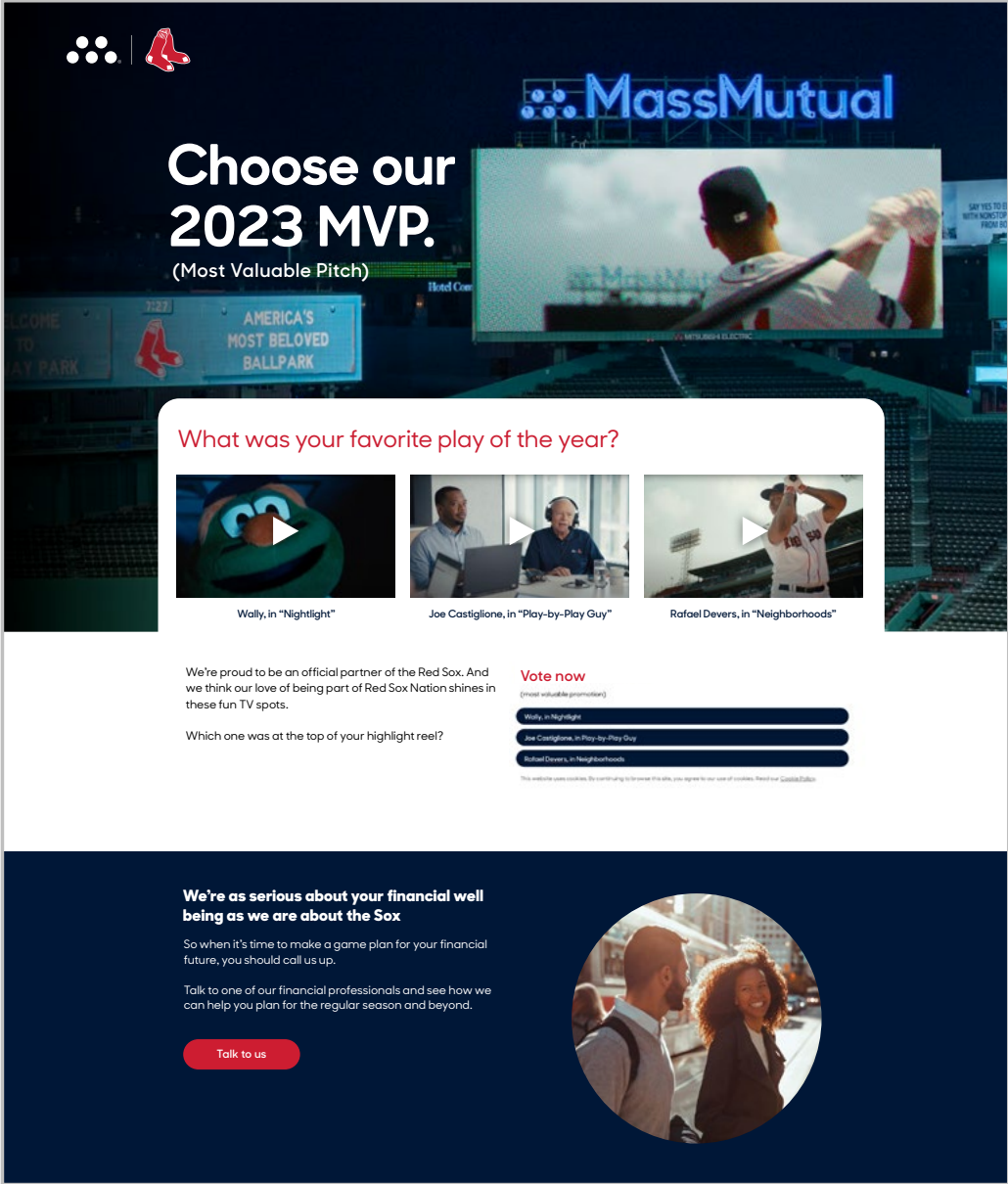


Email 1

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

[View on web](#)



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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.

