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# Content Marketing Copywriting

— Tricia Klos —

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# Email templates

## Welcome email

*Subject:* Congratulations, you're part of the [Product Name] family!



### We're pleased to meet you

Hi [Customer Name],

Welcome to the community! Did you know that over XXX,XXX people use their [Product Feature] every day? It's a great way to make a [Value] or explore new [Value].

What are you going to do with yours? Follow the link below to create your very first [Product Feature] and join thousands of other users around the globe!

Let's go!

When crafting email templates, I consider the reader's needs and expectations at each step of the user journey to provide clear and concise information with a focus on value to the user.

I provide placeholders so companies can personalize their communication and connect with their customers at a deeper level.

# CRM mailings

As a key element of Customer Relationship Management, CRM mailings inform interested customers about new models and features. As one of the final stages of the conversion funnel, they are crucial to building long-lasting relationships.

Friendly and non-imposing, these emails speak to customers as if they were valuable friends.

An advertisement for the SEAT Arona BEATS. The top half shows a dark grey SEAT Arona with orange accents on the roof rails and front grille, parked in front of a grey brick wall. The background features a stylized orange and white soundwave graphic. Below the image is an orange banner with the text "SEAT Arona BEATS" in bold black, followed by "Perfect. Down to the last note." in a smaller font. The BeatsAudio logo is in the top right corner of the banner.

**SEAT Arona BEATS** 

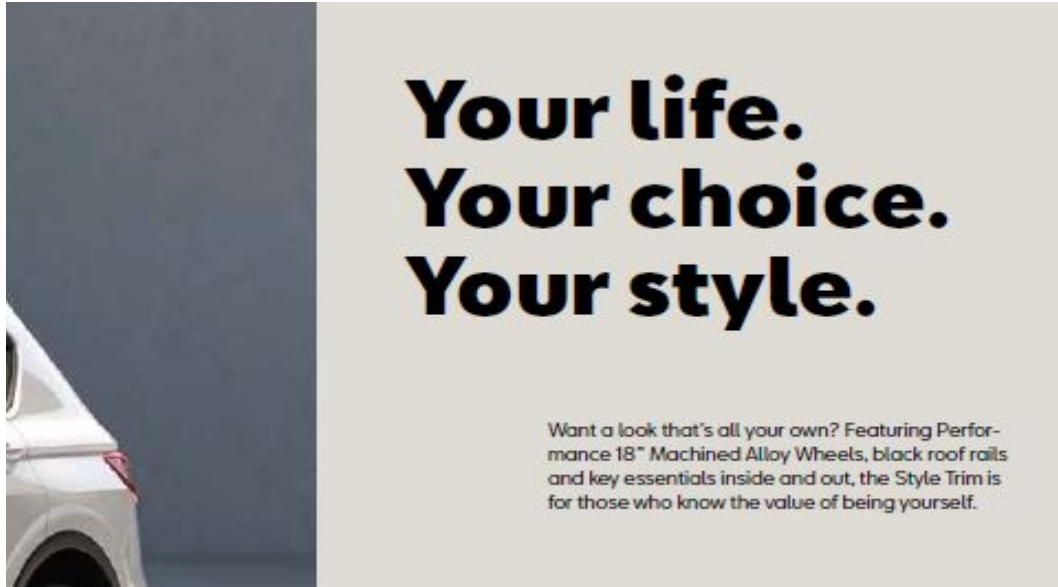
**Perfect. Down to the last note.**

When it comes to great music, details make all the difference. The pluck of the guitar string. The thump of the bass. That's why the new SEAT Arona Beats features the premium BeatsAudio™ sound system with 6 powerful surround-sound speakers plus 1 subwoofer. Watch your music come alive on the intuitive Digital Cluster and 8" colour touchscreen. And with orange & white bicolour ambient lighting and the prominent BeatsAudio™ logo, your music can play on the stage it deserves.

Are you ready to hear your music at its best?

[Configure it](#)

# Catalogs



**Your life.  
Your choice.  
Your style.**

Want a look that's all your own? Featuring Performance 18" Machined Alloy Wheels, black roof rails and key essentials inside and out, the Style Trim is for those who know the value of being yourself.

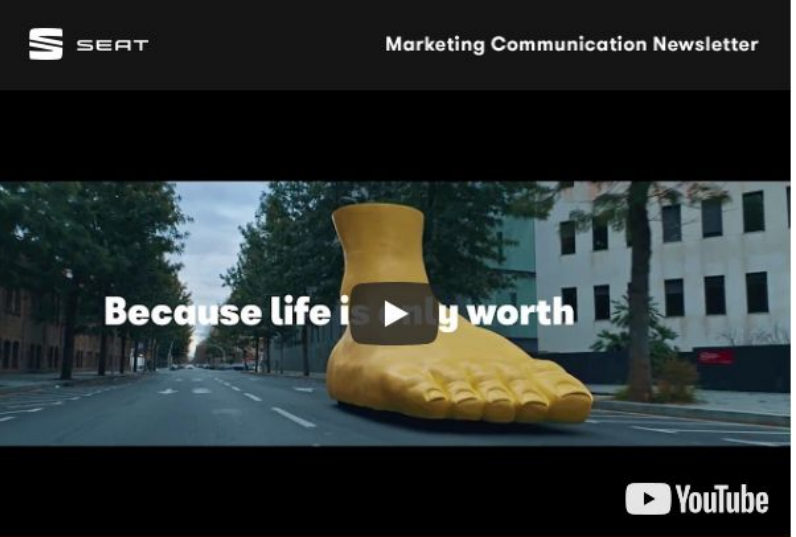
When it comes to content, small details make a big difference. That's why I ensure every element of a SEAT car is described in an appealing, informative and consistent manner.

SEAT Tarraco Special Brochure

# Company newsletters

Company newsletters are a fun way to connect with (and inspire) your colleagues and employees.

The friendly tone builds a positive company culture, while also making corporate information easier to digest.



The image shows the top portion of a newsletter. At the top left is the SEAT logo. At the top right is the text "Marketing Communication Newsletter". Below this is a video player with a play button icon. The video shows a street scene with a large yellow foot sculpture on the sidewalk. The text "Because life is worth" is overlaid on the video. At the bottom right of the video player is the YouTube logo.

SEAT Marketing Communication Newsletter

Because life is worth

YouTube

Hi,

Spring is in full swing, and that means it's time for the next nifty edition of your Monthly Marketing Newsletter. From our new **Norway e-commerce platform** to our proud **partnership with Primavera Sound**, the latest edition of your favourite page-turner is here to entertain and inform.

# Headlines (billboards / digital banners)



I revel in the creative challenge of penning short and punchy headlines that catch the reader's attention from a distance -- and don't want to let them go.

**CUPRA**

**No final destinations.**

**#CREATETHEPATH**



*(at Berlin Airport)*