

## Smartly Competitive Nurture & SDR emails

### Email 1 – Hook

**Subject:** You've built a smart media strategy. Now match it with smart creative.

**Header:** Your media is already optimized. What about your creative?

Hi [First Name],

You've already got your media running across all the right channels. But what's powering that media—your creative—may not be keeping up.

With Smartly, you can:

- Produce and scale campaigns faster (with fewer hands involved)
- Make edits mid-flight, without pausing or reloading
- Personalize creative across formats without lifting a finger

Creative shouldn't be your bottleneck.

[See how fast teams are moving now]

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### Email 2 – Problem/Solution

**Subject:** Tired of back-and-forth revisions and slow launches?

**Header:** The production slowdown is fixable.

Hey [First Name],

If every new promo or product change leads to long delays, you're not alone.

Most teams are stuck with tools that weren't built for real-time agility.

Smartly gives you:

- Templates that auto-adapt to each channel and format
- The power to launch or adjust creative without waiting on agencies
- One platform that connects creative, media, and performance

No more delays. Just control and scale.

[Explore how it works]

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## Email 3 – Insight/Stat-Driven

**Subject:** 57% of marketers say they can't activate creative fast enough

**Header:** And it's costing them performance.

Hi [First Name],

If it feels like your team is spending more time resizing and tagging than launching, you're not alone.

Marketers say lack of speed is their biggest creative barrier—and performance suffers.

Smartly solves for:

- Versioning across social, CTV, display, and vertical video
- Real-time campaign changes based on performance
- Unified reporting across platforms

Built for modern teams that move fast.

[See the data behind creative agility]

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## Email 4 – CTA to Connect

**Subject:** Let's bring your creative to life—faster, smarter

**Header:** One platform. Built for performance.

Hey [First Name],

What if your creative team could adapt campaigns in real time—without waiting on tags, trafficking, or resubmissions?

That's exactly what Smartly was built for.

- Launch faster, scale easier, and optimize on the fly
- Keep media and creative connected in one platform
- Boost results without adding complexity

Want to see how it works in action?

👉 [Book a quick walkthrough]

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## Sales Emails

### Email 1 – Direct Value

**Subject:** A faster way to get creative live across every screen

Hi [First Name],

Your media strategy is solid. But I'm curious—how quickly can your team launch or edit creative across YouTube, Meta, and CTV?

Smartly helps top-tier brands (think global streamers and publishers) produce, adapt, and launch thousands of assets in a fraction of the time—without waiting on manual tagging or third-party workarounds.

Let me know if you'd be open to a quick chat. Could show you in 15 mins.

— [Your Name]

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### Email 2 – Agility Message

**Subject:** Make real-time edits. Without reloading campaigns.

Hi [First Name],

Many brands are facing the same challenge: media's running, but creative changes (price drops, promos, tweaks) require full relaunches.

Smartly simplifies all of that.

With templated creative and in-platform scaling, you can adapt instantly—without the delays. One large publishing group now builds and refreshes 500 campaigns in under 3 weeks. It's a game-changer.

Is it worth a quick look?

[Insert calendar link]

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## Email 3 – Final Bump

**Subject:** Last note—faster campaigns, less lift

Hi [First Name],

Just circling back—if your team is prepping for back-to-school, holiday, or fall launches, I'd love to show how Smartly can help you:

- Launch cross-channel campaigns fast
- Edit mid-flight with no slowdown
- Free up your team to focus on strategy—not tags and resizing

Worth a look? Happy to give you a quick demo this week.

[Insert calendar link]