

Post-Sales Re-engagement e-mail sequence for Thryv, a provider of small business software.

Audience: This audience has had a demo or a free trial but did not purchase Thryv (minimum of 82 days post-demo). Send them bottom of the funnel content since they are already somewhat familiar with Thryv features. These are not evergreen.

Email 1:

Subject line: [Name] ... Thryv in the spotlight

Preheader text: It's been a banner year for Thryv, and our experts have been in the media spotlight

Body copy:

Extra! Extra! Thryv in the News

Thryv's award-winning technology solutions can prepare your business for the future. And the press has noticed.

Discover the latest news and insights our experts have shared about providing better customer service, becoming more efficient and even combatting inflation.

Read on to tap into our expertise and see how we can help your business grow.

CTA: GET THE GOOD NEWS

Link: <https://www.thryv.com/blog/in-case-you-missed-it-thryv-in-the-news/>

Email 2:

Subject line: The best gift this season? Time

Preheader text: Check out these time-saving tips, and give yourself the gift of time this busy holiday season

Body copy:

Give Yourself the Gift of Time

More time. We all need it, especially during the holiday season.

Give yourself a gift this holiday season with these [time-saving tips](#) to:

- Streamline your marketing
- Get paid faster
- Let your customers book their own appointments

Who knows, this could be the best holiday gift you ever receive.

CTA: GIVE YOURSELF A GIFT

Link: <https://www.thryv.com/blog/holiday-time-saving-tips/>

Email 3:

Subject line: Feeling Holiday Stress?

Preheader text: You're not alone. But leaving workplace stress unaddressed can be costly.

Body copy:

Unaddressed Stress May be Hurting Your Business

The holidays can be stressful for you and your employees. But did you know stress could be costing you money?

How?

People under stress make more mistakes, are less productive and miss more work because of illness. Left unaddressed, stress can create high turnover.

Protect your earning potential. [Learn to manage stress](#) in your business now.

CTA: SHOW ME HOW

<https://www.thryv.com/blog/stress-decreasing-earning-potential/>

Email 4:

Subject line: Serious Tools for Your Business

Preheader text: [Name], are you ready to revolutionize your business? Thryv's small business management platform has the tools you need

Body copy:

Revolutionize Your Business and Get Back to What You Love

As your business grows, so do the demands it places on your time. Demands that can take you away from your customers, and the work that you love.

So what can you do?

Thryv's small business management software offers serious tools to streamline running your business, all in one place. Tools to help you build an online presence, manage your schedule, get paid more quickly.

[Schedule a 30-minute demo](#) and get back to focusing on what you love.

CTA: SHOW ME HOW

<https://www.thryv.com/?demoopen=true&demoemail=%25EMAIL%25#email-input>