

Recommended campaigns: Pre-sale

Target audience: Acquisition-oriented email campaigns

1 (no website) Why do I need a website?

- Focus on trust, online authority & credibility

Subject line: Building online trust and credibility



Hi (First Name),

Did you know that 30% of customers won't consider a business without a website? In today's world, a website is crucial to establishing an authoritative source of information about your business.

Let us help you create a professional website that can help build trust and credibility for consumers that find your business online.

(Button - [Learn more about Mono Websites](#))

Best regards,
XX

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2 (replacement) modern standards

Subject line: Does your website meet modern standards?



Hi (First Name),

Did you know that 53% of consumers will leave a mobile site, if it doesn't load within 3 seconds? Having a website that is mobile-ready is more important than ever, as consumers go mobile-first in their purchasing behavior.

Let us help ensure your website meets the latest website standards, including mobile optimization, voice search readiness and more.

(Button - [Learn more about Mono Websites](#))

Best regards,
XX

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3 (replacement) search

Subject line: Can your customers find you online?



Hi (First Name),

Did you know that 63% of consumers used a company website in the past week as part of their digital media usage for local search? Ensuring that your website is optimized for traditional, local and voice search is crucial, as consumers move online.

Let us help you ensure that your on-site search engine optimization (SEO) meets the latest standards from Google, and that key business data is findable by voice assistants, like Siri and Alexa.

(Button - [Learn more about Mono Websites](#))

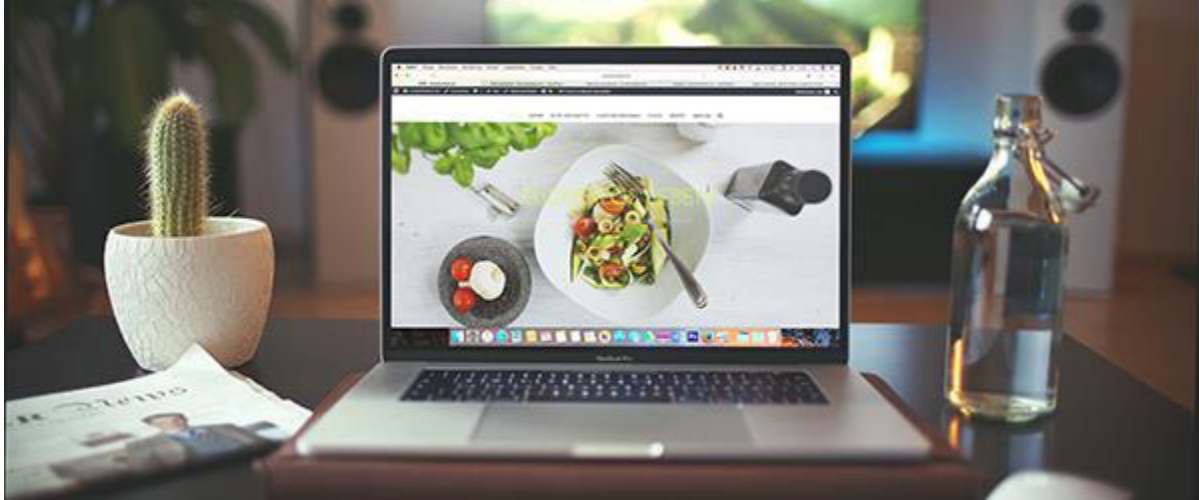
Best regards,
XX

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4 (replacement) design?

Subject line: Is your website well designed?



Hi (First Name),

60% of consumers are less likely to buy from a small business that has a bad website. Losing out on business because of a poor or unintuitive website experience can really hurt your business.

Mono Websites feature intelligent and modern templates, that can easily be customized with your branding (color, logo and font), easy-to-change themes, animations and more.

(Button - [Learn more about Mono Websites](#))

Best regards,

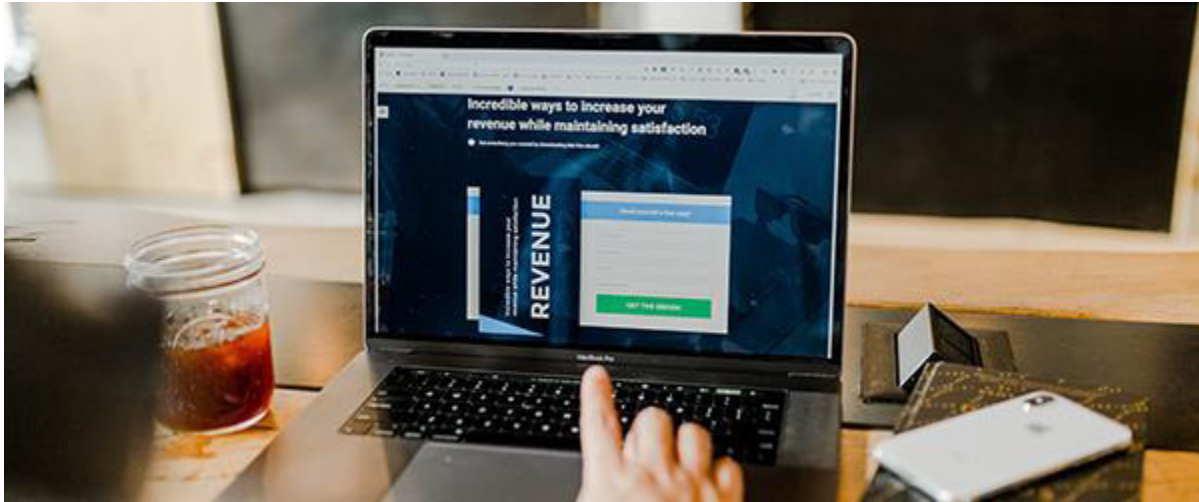
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5 (replacement) engagement/personalization

Subject line: Are you engaging your website visitors?



Hi (First Name),

63% of consumers expect personalization, yet many fail to execute. As a business owner, this is a missed opportunity to convert a visitor into a paying customer.

Mono Websites feature website personalization tools to help you engage your website visitors. Showcase your expertise with Mono Blog, or personalize the visitor experience with Mono On-Site Engagements.

(Button - Learn more about Mono Websites)

Best regards,
XX

- Blog (expertise)
- On-Site engagement (engagement)
- Customer data

Recommended campaigns: Post-sale

Target audience: Getting started-oriented email campaigns

1. Congrats on your new website!

Subject line: Getting started with your new website



Hi [\(First Name\)](#),

Congratulations on your new website! We're thrilled that you've chosen us as your website provider, and we just wanted to give you a quick introduction.

To get started with Mono Websites, check out the video guides, step-by-step guides and more in our full academy knowledgebase: [\(link\)](#)

Need more help?

Feel free to reach out to us [\(email address or phone number\)](#). You can also check out our blog [\(link\)](#) for more tips, or follow us on social media for announcements [\(link to preferred social media account e.g. Facebook\)](#).

We look forward to working with you and making your website a success!

Best regards,
[\(Name of agency\)](#)