

EMAIL MARKETING PORTFOLIO

Grabbit & Run

B2B courier lead-generation sequence

Selling peace of mind rather than simply same-day delivery.

THE BRIEF	Create a short outbound sequence for established local businesses using same-day courier services.
MY ROLE	Offer positioning, prospecting message, follow-up sequence and direct-response copywriting.
AUDIENCE	Cambridgeshire businesses sending urgent or commercially important same-day consignments.
APPROACH	Start with the hassle of chasing impersonal couriers, substantiate reliability with delivery statistics, introduce a risk-reversal guarantee and use brief follow-ups to maintain response.

RESULT / EVIDENCE

No campaign-result data was supplied for this sample.

PORTFOLIO NOTE

This PDF contains selected extracts from a larger email marketing project. The extracts have been chosen to demonstrate the approach, structure and style of the copy without reproducing the complete project.

01 / EMAIL COPY SAMPLE

Lead with the operational frustration

The first message connects courier performance to the prospect's day-to-day stress before introducing proof.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

When it comes to delivery of your same-day parcels, do you spend too much time chasing impersonal couriers, trying to sort out where your package has got to?

Would you be interested to learn how you can quickly eliminate the stress and hassle of your deliveries, with a Courier that has delivered over 26,000 same-day consignments in the last year with a 99.993% delivery on time?

I'm looking for 3 well-established Cambridgeshire-based companies to help them experience 100% peace of mind, and zero risk on their deliveries.

Be prepared to hold us accountable to our 100% satisfaction 'Double-Your-Money-Back' guarantee.

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

The copy is shown separately from the portfolio commentary so the original campaign writing is immediately identifiable.

02 / EMAIL COPY SAMPLE

Follow up without rewriting the whole pitch

The reminders are intentionally short, with the final message adding customer evidence.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

I know how busy life and work gets, so I just wanted to bump this to the top of your inbox :)

Just a final nudge to triple check whether you're interested in eliminating the stress and hassle of your deliveries...

We send tender documents that can be worth up to £100 million and have finite deadlines.

We need a company we can trust completely. I feel Gabbit & Run appreciate the urgency of the work we send and they have never let us down.

END OF COPY EXTRACT

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