

EMAIL MARKETING PORTFOLIO

Fruition Systems

Three-email B2B IT support campaign

Replacing another IT sales pitch with a risk-free way to experience the service.

THE BRIEF	Create an email campaign for businesses that already have an IT provider but may be dissatisfied with response times, consistency or service.
MY ROLE	Offer development, subject lines, preview text, sequence structure and email copywriting.
AUDIENCE	SME decision-makers considering a change of outsourced IT support provider.
APPROACH	Acknowledge that prospects already have support, surface familiar frustrations, differentiate on customer service and make switching easier to contemplate through a free 30-day test drive.

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

Start with dissatisfaction, not technology

The opening recognises the prospect's current situation before introducing Fruition's service difference.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Subject: See what proper IT support feels like - free for 30 days...

Most businesses we meet already have an IT service provider.

Some are happy. Many are not quite.

Slow response times. The same issue cropping up again and again. Or that sinking feeling that you're paying for 'support' but getting very little service.

At Fruition, we do things differently. We run a customer service business in the IT sector - not the other way round.

To prove it, we're offering a 30-day test drive, for free and without obligation.

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

Use the sequence to build reassurance

The follow-up emails add credibility and urgency without changing the core offer.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Subject: Why 27 years' IT experience means faster fixes and fewer headaches for you...

We're a small, highly-experienced team - deliberately so.

It means our customers get fast responses, one point of contact, and the kind of personal accountability the bigger MSPs just can't match.

Try us free for 30 days. No catch, no pressure.

Subject: Last call: 30-day IT test drive (limited spaces left)

No tech talk. No false promises. Just good people solving IT problems properly.

END OF COPY EXTRACT

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