

EMAIL MARKETING PORTFOLIO

IT Training Solutions

Three-email Microsoft Copilot training campaign

Cutting through AI hype with practical, everyday business benefits.

THE BRIEF	Promote an introductory Microsoft 365 Copilot course to business users who may already have access to AI tools but lack confidence or structured guidance.
MY ROLE	Campaign angle, subject lines, educational sequence and email copywriting.
AUDIENCE	Business owners, managers and teams using Microsoft 365.
APPROACH	Avoid exaggerated AI claims and focus instead on familiar time-saving applications, practical examples and low-pressure invitations to learn more.

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

Make AI practical

The first email deliberately contrasts the noise around AI with simple workplace use cases.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Subject: How Businesses Are Actually Using AI to Save Time...

There's certainly no shortage of noise around AI at the moment.

But away from the headlines and hype, many businesses are now starting to use tools like Microsoft Copilot in far more practical ways - mainly to save time on everyday tasks.

Some of the most useful applications we're seeing include summarising Teams meetings automatically, drafting emails and documents faster, improving Excel productivity and reducing repetitive admin work.

Of course, AI won't replace experience, judgement or expertise - but it can help remove a lot of low-value admin.

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

Educate before asking for the response

Follow-ups address misconceptions and reinforce the value of structured guidance.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Subject: Are You Getting the Most From Microsoft Copilot?

One of the biggest misconceptions we see is that AI tools are only useful for technical users or large organisations.

The challenge is that most people haven't had any structured guidance on how to use these tools effectively.

Subject: Many Businesses Already Have AI Tools - But Aren't Using Them...

The aim isn't to overwhelm people with technology - it's to help them work more efficiently and confidently.

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