

EMAIL MARKETING PORTFOLIO

Roadskills

B2B lead-generation email campaign

Turning a technical fuel-efficiency service into a clear commercial reason to respond.

THE BRIEF	Generate enquiries from transport operators for a driver coaching proposition focused on improving MPG.
MY ROLE	Campaign proposition, lead magnet angle, commercial messaging and email copywriting.
AUDIENCE	Transport and fleet operators responsible for driver performance, fuel costs and profitability.
APPROACH	Challenge the assumption that drivers will not engage with MPG improvement, explain the ownership-based coaching idea, then quantify the potential financial value.

RESULT / EVIDENCE

24 leads generated in three months. Previous marketing attempts had generated zero leads over the preceding three years.

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 barrier the buyer already believes

The opening starts with the objection most operators are likely to recognise, then reframes the problem.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Subject: Getting drivers to buy into MPG - here's the breakthrough

If you ask most transport operators what stops them improving MPG, they usually say:

Our drivers just aren't interested.

And I understand why they say it - traditional fuel-saving training is something that's done to drivers, not created with them.

That's why it rarely sticks.

But here's what most people don't realise:

When drivers are invited to set their own MPG improvement goals, everything changes.

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

Make the value tangible

The second half converts percentage improvements into bottom-line savings and offers a low-friction next step.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

You can improve MPG by 3 - 11%, simply because the driver takes ownership of the improvement.

Even on a single rigid truck, a 3% MPG gain means more than £600 saved each year.

Across a fleet of 25 vehicles, that's at least £15,000 - £55,000 back to the business bottom line and cashflow.

I've put together a one-page guide explaining the exact 4-step coaching process that gets this buy-in - and why it works so well.

>> Get instant access to the guide here.

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