

## Sample: Promotional Email

Client: FrostZone, Inc. - FrostZone manufactures freezers, coolers and other related equipment for a variety of B2B customers including hotels, senior living facilities, hospitals, and restaurants.

Background: FrostZone wants an email written to promote its' new line of "LBR" coolers (LBR stands for Light, Bright, and Reliable). The target market is independent restaurant owners.

FrostZone says that independent restaurant owners are frustrated by big, expensive coolers that, once installed, are difficult to move. The LBR Cooler, by contrast, is light and on rollers. If need be, it can be moved to a new section of the kitchen in minutes. The LBR is also about 30% less expensive than comparable models from the competition.

The target audience is:

- Independent restaurant owners (NOT franchisees of chains).
- Tend to be independent minded.
- Their restaurant is more than just a business, it's their life. Many of these restaurants are family businesses.
- Constantly competing with brand name "chain restaurants."
- Keeping costs down is important to them.
- They're busy, often working 12 hours per day.
- They are constantly looking for ways to be more efficient and provide better recipes and service. They like to change things, move things around, see what works.

Product features and benefits:

- A cooler is basically a refrigerator used in commercial environments such as restaurants. They tend to be heavy duty (restaurant owners know this).
- The LBR Cooler comes in nine standard sizes; comparable to the sizes offered by other companies.
- The LBR comes with a full glass door. The special coating on the glass resists condensation, allowing the food inside to be easily seen. (this is a common feature on most brands of coolers)
- The LBR is energy efficient; similar to the best that competing companies offer. It's lighter - with a lighter compressor - yet, the power consumption is the same.
- The compressor is a bit louder than heavier models offered by the competition.
- The LBR is 28.2% less expensive than comparable models from the competition. This statistic comes from a comparison study that the company commissioned from LR Brown & Assoc., a market research firm.
- The LBR is relatively light and on rollers. Two people can easily move it to a different section of the kitchen (so long as there are no stairs involved).

Project guidelines:

FrostZone will be showcasing the LBR Cooler at the upcoming *Restaurateur Conference & Trade Show*.

FrostZone wants an email written inviting independent restaurant owners to attend the show and visit their exhibit.

The OFFER will be a ½-price ticket to the show. To get that ticket, the restaurant owner will need to click the link in the email, which takes them to a special landing page.

The email cannot exceed 200 words.

Assume that the restaurant owners are familiar with FrostZone, but that they do not know about the new LBR Coolers yet.

[This is the resulting email:](#)

### **Our New LBR Coolers Give You More Flexibility, Independence And Efficiency With Less Cost**

You know FrostZone, but did you know that our new Light, Bright, and Reliable (LBR) coolers can make your life and business better? They can, and we want to show you how.

You spend at least half your life at your business. Every minute of your time is critical. We can give you a little more of it. Visit FrostZone's booth at the upcoming *Restaurateur Conference & Trade Show* to learn how.

And we've made attending the show even easier with a half-price ticket just for you!

Here are a few things our new LBR coolers can do for you:

- More flexibility - lightweight and easy to move.
- More independence – easy movability makes your kitchen more efficient. (only 2 people needed to move it!)
- More efficient - saves money with a lighter compressor that is energy efficient
- Less Cost - 28.2% less expensive price tag than comparable competitor's models (according to a study by LR Brown & Assoc.)
- 9 standard sizes to fit your needs
- Specially coated full glass door resists condensation for easy visibility and more time efficiency

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