

# **SQUIRREL PITCH - EMAIL MARKETING STRATEGY**

## **(MONTH-PLAN)**

### **WEEK 1**

#### **Concept -**

Grabbing attention with something sensational or eye-catching.

#### **Copy -**

##### **Happy with Job? Please Ignore...**

We, at squirrel pitch, are maestros at the art of seeking right matches for employees and employers.

Want to experience a delighting career drift?

Try us. Register yourself today!

**[Followed by links and contact details of the website/registration page]**

### **WEEK 2**

#### **Concept -**

Targeting dissatisfaction with jobs.

#### **Copy -**

##### **Is your job the best you can get?**

Whatever package, whichever company, whatsoever the designation...

There's always more to what you can get!

All you need to do is connect with the right people out there.

Go Squirrel Pitch. Get the worthy exchange for your calibre.

Register yourself today!

**[Followed by links and contact details of the website/registration page]**

### **WEEK 3**

**Concept -**

Motivating people to have another account.

**Copy -**

**1 New job account never killed anyone!**

Still stuck with Why??

Well, WHY NOT??

It's a world of opportunities...

But unless you go out there and cease your chance, life is always going to be what it is -- unhappy!

All you need to do is connect with the right people out there.

Go Squirrel Pitch. Get the worthy exchange for your calibre.

Register yourself today!

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**WEEK 4**

**Concept -**

Hitting people tired of useless posts from existing job portals.

**Copy -**

**Trash can full of Silly Job Offers?**

**OR**

**Tired of Automated Job Offer Emails?**

Why stick to age old job portals that hardly send you any sensibly applicable job offer??

Switch to Hassle Free and Accurate job searching with Squirrel Pitch and experience a delighting career drift...

Register yourself today!

**[Followed by links and contact details of the website/registration page]**

**WEEK 5**

**Concept -**

Targeting people tired of applying.

**Copy -**

**No Reply! May be you're Knocking the Wrong Door!**

**OR**

**Want Jobs to come searching you?**

Switch to Hassle Free and Accurate job searching with Squirrel Pitch and experience a delighting career drift...

Register yourself today!

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