



Contact us:

Online: CrazyEyeMarketing.com

Phone: (804) 302-5093

Below you'll find the 5 cold email series we tested and sent to over 2,000 different businesses.

For more information on these campaigns, read this post:

<https://crazyeyemarketing.com/blog/case-study-4897-cold-emails-sent-what-worked-what-didnt/>

15 Minutes

This was the winning cold email series!

This is a modified version of the cold email series presented by Sidekick, a Hubspot company. Learn more: <http://blog.hubspot.com/sales/drip-emails-opens>

Email 1:

Subject Lines:

- Quick question
- Trying to connect

Content:

Hi {FirstName},

My name is Nathan and I am the founder of The Car App. We work with used car dealerships to help them stay connected with their prospective customers.

The Car App is a mobile app for used car dealers. Our solution is 7 times more likely to result in vehicle sales than Craigslist, Autotrader, and eBay combined.

Is it possible to get 15 minutes on your calendar to further discuss the benefits The Car App would bring to {Company}?

Best,
Nathan
TheCarApp.co



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Email 2:

Subject Lines:

- None, threaded reply

Content:

Hi,

I am sorry to trouble you again. At my company, The Car App, we make keeping in touch with prospective customers a breeze through our one-of-a-kind “push” messaging system that instantly, and automatically, notifies them when the car they want is in stock.

Our mobile app not only makes your life easier, but generates more sales and revenue without any added effort. Who would be the person to speak to about this at {Company}?

Thanks,
Nathan
TheCarApp.co

Email 3:

Subject Lines:

- Just checking

Content:

Hi {FirstName},

I wanted to make sure you saw my earlier message. I'd like to learn about the struggles you have with staying in touch with prospective customers at {Company}.

If you are the appropriate person to speak with, what does your calendar look like early next week? If not, who do you recommend I talk to?

Nathan
TheCarApp.co

Interest + Discount

Email 1:

Subject Lines:

- Early Adopter's Advantage
- I have to ask...

Content:

Hi {FirstName},

My name is Nathan and I am the founder at The Car App. We work with used car dealerships to help them stay connected with prospective customers. We are THE mobile app for used car dealers.

Being that we're a new company, we're looking for a handful of users that we're calling "Early Adopters".

As an Early Adopter you'll receive \$100 off the app, plus we want your opinion and input because it will steer the development of features within the app - ensuring it works for you.

If you're interested in becoming an Early Adopter, give us a call at (123) 456-7890 or just reply to this email.

Best,
Nathan
TheCarApp.co

Email 2:

Subject Lines:

- None, threaded reply



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Content:

Hi,

At my company, The Car App, we make keeping in touch with your prospective customers a breeze through our one-of-a-kind “push” messaging system that helps people get the car they want by automatically notifying them when it’s in stock.

We’ve only invited a small group of people to be Early Adopters. This privilege gives you \$100 off and a say in the development of new app features - ensuring it has everything you need.

If you’re interested, give us a call at (123) 456-7890 or just reply to this email.

If you’re not interested, please let us know so we can extend the offer to another dealership.

Thank you,
Nathan
TheCarApp.co

Strange Question

I heard this example cold email from a podcast. I believe it came from an interview with [Dane Maxwell of The Foundation](#); however, I could not find “proof” of this.

Email 1:

Subject Lines:

- Strange question?

Content:

Hi, we are doing some research for user car dealerships. Is there a mobile app solution you’ve been looking for over the past few years that you are having trouble finding?



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Can't wait to hear back from you.

Thanks,
Nathan

Email 2:

Subject Lines:

- None, threaded reply

Content:

Hi again. As a quick reminder, we are doing some research for used car dealerships. Is there a mobile app solution you've been looking for over the past few years that you are having trouble finding?

Can't wait to hear back from you.

Thanks,
Nathan

Sales #1

Email 1:

Subject Lines:

- Question about your dealership

Content:

Hi {FirstName},

If you're like most used car dealerships we've spoken with, one of the daily struggles you face is keeping up with all your prospective customers and letting them know what's fresh in stock.



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The Car App is a mobile app that helps you stay in touch with your prospective customers via our one-of-a-kind “push” messaging system that instantly, and automatically, notifies them the car they want is in stock.

Click here to learn more about The Car App!

Best,
Nathan
TheCarApp.co
(123) 456-7890

Email 2:

Subject Lines:

- None, threaded reply

Content:

Hi,

After working with several used car dealerships, we’ve found they tend to struggle with “locking down” a mobile app that suites their needs.

The biggest struggles concerns presenting prospective customers with timely information about the vehicle they want. Sure, you can show people your entire inventory; however, they’re likely looking for a specific model – making all other information useless to that individual.

The Car App is a mobile app, with a text messaging feel, that allows you to notify your prospective customers when they car they want is in stock ... without you having to lift a finger!

Click here to learn more about The Car App!

Thanks,
Nathan



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Sales #2

Email 1:

Subject Lines:

- Question about your dealership

Content:

Hi there,

We've been talking to several used car dealerships to understand how they stay in touch with prospective customers.

What we've found is most dealerships use a hodgepodge of systems from listing sites, to social media, to email, to text messages, to websites, and beyond.

Does this sound like your dealership?

If so, The Car App can help! It's a mobile app that helps you stay in touch with prospective customers via our one-of-a-kind "push" messaging system!

Click here to learn more about The Car App!

Thank you,
Nathan
TheCarApp.co
(123) 456-7890



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Email 2:

Subject Lines:

- None, threaded reply

Content:

Hi,

Small, medium, and large used car dealerships have one thing in common...

They stay in touch with prospective customers with The Car App mobile app.

Our top 3 features include:

1. One-of-a-kind “push” messaging system
2. Feature #2
3. Feature #3

Click here to learn more about The Car App!

Best,
Nathan
TheCarApp.co
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