Constant Contact

Fill-in-the-Blank Templates
for Quick and Easy Email Creation

Email marketing offers numerous benefits from fostering customer relationships to driving sales and increasing brand awareness. By harnessing the power of email marketing, you can reach your audience directly and effectively without breaking the bank.

We know email can sometimes feel like a daunting task — crafting the perfect message, worrying about campaign goals, wondering if you are providing the right information to your subscribers. But email doesn't have to be hard. It's time to stop overthinking and start sending.

To help you get started on your first campaigns, here are some common email ideas and fill-in-the-blank templates. *Simply replace anything in brackets with your unique business information for quick, ready-to-send emails and start reaping the rewards of proactive communication.*

Note: Bold text in the email examples represents places you can fill in the blank!

Introduction email

Take the time to introduce yourself and your business to your subscribers. The more subscribers know about how you operate, what you're offering, and how you can solve their problems, the more likely they are to invest in your products, services, and expertise.

Tip: Consider including a self-segmentation option to give subscribers the opportunity to let you know their content preferences.

Example script:

Hello, Friend!

Ever since [business name] began, [I, we] have worked hard to ensure our [product, service, event] is held to the highest of standards.

[One to two sentences about your business and its goal/mission]

We are excited to connect with you, [share tips and tricks, offer exclusive updates, invite you to special events] and [stay healthy, enjoy the love of baking, shop small] together.

Be sure to stay connected with us on social media where we often post [weekly featured products, upcoming events, behind the scenes fun] and more!

Follow us on [Facebook] | Follow us on [Instagram] | Follow us on [LinkedIn]

Oh, and be sure to check us out during our business hours:
[Monday to Friday: 8:00AM to 6:00PM
Saturday: 9:00AM to 5:00PM
Sunday: Closed]

Thank you for giving us the opportunity to be a part of your lives!

[Owner Name, Business Team]

CT Health

Hello Friend!

Ever since **CT Health** began, **we** have worked hard to ensure our **service** is held to the highest of standards.

We are proud to have provided the Smithville community with excellent care for the last 45 years. CT Health offers world-class surgical, primary, specialty, and emergency services and our campus is home to cutting-edge technology and a comfortable and supportive recovery environment.

We are excited to connect with you, **share healthcare tips, relay important announcements, and stay healthy** together.

Be sure to stay connected with us on social media where we often post about **upcoming events, feature health care providers,** and more!

Follow us on Facebook | **Follow us on Instagram** | **Follow us on LinkedIn**

Oh, and be sure to stop and say hi during our business hours:

**Monday to Friday: 8:00AM to 6:00PM
Saturday: 9:00AM to 12:00PM
Sunday: Closed**

Thank you for giving us the opportunity to be a part of your lives!

The CT Health Team

TRY IT YOURSELF
Use template **Agent Welcome** to create your email!

Welcome email

Similar to an introductory email, welcome emails introduce your business. However, they are also likely to include information about rewards programs, first-time offers, or exclusive content downloads.

Tip: Ask for a **First Name** and **Last Name** on your sign-up form to help personalize welcome emails. Including your subscriber's name will help you build a successful relationship with them.

Example script:

Headline: Welcome to [Our Newsletter, Our List, the Group]!

We're so happy you're here. Every week you'll receive a [newsletter, email] about [upcoming specials, upcoming events, exclusive coupons, recipes you can try at home, informational blogs]. As a thank you for joining, enjoy [a free product, a discount code, free download] from us!

Button: Get your [free product, discount, download]

CT Burgers

Welcome to Our Newsletter!

We're so happy you're here. Every month you'll receive a **newsletter** about **upcoming specials, events, exclusive coupons, and recipes you can try at home.** As a thank you for joining, enjoy **a free burger** on us!

Shop Now

Business Name | Phone | Email | Website

Newsletter

Newsletters are a great way to keep your subscribers informed about what's going on with your business. As a recurring email, your newsletter should have a standard format to reinforce your brand and give subscribers a consistent experience. For example, you can:

- Highlight sales
- Provide product and service details
- Link downloadable content

Example script:

[Newsletter name]

[Newsletter Table of Contents]
- SEE WHAT'S NEW: Check out this [month's, week's] happenings.
- [STUDENT, CUSTOMER, EMPLOYEE, CLASS] SPOTLIGHT: [Meet [person], Register for [class]]
- [RESOURCES, ON THE BLOG]: Explore our favorite [resources, blog]
- MONTHLY INSPIRATION: Get inspired with this month's [story, recipe, featured product]

Featured Section

Headline: Featured [Product, Blog, Event, News]

[One to two-sentence description of the featured item]

[If product: bulleted list of feature highlights
If blog, event, or news: 2 sentence synopsis or bulleted list of highlights]

Button: [Learn More, Read More, Buy Now, Register Today]

[Check out our website]
Learn more about [business name]

Button: [Visit Our Website]

ALL OR MUFFIN
BREADS AND BAKED GOODS

Sweet Bites:
Fresh news from the oven

See what's new
Check out this **month's** happenings

Class Spotlight
Register for our Make Your Own Chocolate Babka class

On the blog
Explore our favorite **blog posts**

Monthly Inspiration
Get inspired with this month's **recipe**

FLAVOR
OF THE MONTH

Sinful chocolate cupcake

Calling all chocolate lovers! Get ready to embark on a journey of pure chocolate bliss with every bite of our Sinful Chocolate Cupcake. Most, rich, and irresistibly decadent, this delectable treat is a chocolate lover's dream come true.

- Velvety chocolate cake based infused with pure cocoa
- Creamy chocolate ganache frosting topped with chocolate sprinkles
- Perfect for satisfying sweet cravings or celebrating special occasions.

Buy Now

CHECK OUT OUR WEBSITE
Learn more about **All or Muffin**

READ MORE

All or Muffin | [Website]

TRY IT YOURSELF
Use template **School Newsletter** to create your email!

Announcement

Use announcement emails to provide timely updates for business changes and events. Provide all the information necessary to get subscribers to take a desired action, like signing up for an event, clicking through to a product page, etc.

Example script:

[Business Logo]

Headline: Exciting News! [Special Promotion, New Product, New Hours, New Employee]

Body content headline:
At [Business], we're always striving to [add top quality products, services, educational events, etc.] to better serve you.

We're excited to announce that we've recently [added a new product/service/feature, notable event, or team member]! With this [product, service, feature, event], [you'll be able to, you can expect]:

[Benefit 1]
[Benefit 2]
[Benefit 3]

So what are you waiting for? [Come down to business location or visit us online] to [take advantage of this offer, try this new product, register for the class, say hi to the new person].

Button: [Buy now, Register today, Get offer, Learn more about]

Exciting News: Meet Our Newest Realtor!

At CT Realtors, we're always striving to **add top quality agents to our team** to better serve you, our valued customers.

We're excited to announce that we've recently **added Jane Smith to our list of incredibly knowledgeable and talented realtors**! With this new addition **to our team**, you can expect:

- **Better, more personalized service**
- **Increased market expertise**
- **Seamless transactions, from negotiations to closing**

So what are you waiting for? **Come down to to the office or** _visit us online_ to **say hi to Jane!**

Learn More About Jane

Connect with us!

Now that you have some grade-A email ideas in your marketing toolbox, it's time to start designing your campaigns. Introduce your business, welcome your audience, send newsletters, and make announcements. Remember, the most important thing is to take action and get your message out there. So don't put it off any longer — *done is better than perfect.*

Pro Tip: Take these scripts a step further by utilizing our AI tool to help customize your copy and come up with compelling subject lines.

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