



CANNA
CAREER PARTNERS

Email Marketing Scripts

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MARKETING SCRIPTS |

Good communication can make or break your chances at being considered for a position, or establishing a connection with a new contact. Utilize these email marketing reach-out scripts to create a custom-tailored message that speaks to your purpose and value. **Fields that are marked in orange** are examples of where you would consider customizing your message to fit the role you are applying to, the organization or person to whom you are reaching out to, and your purpose for reaching out.

TIPS

- **Keep it short, sweet, and to the point.** Whether you are following up on a meeting or submitting a resume or application, your email communication should be treated as an introduction or reminder, not a cover letter.
- **Include a few bits of intriguing information.** Your goal is to pique their interest enough to compel them to want to open your resume and read it. Don't just say that you're qualified for the position; give them one or two examples of why.
- **Tailor your communication in a way that shows you did the research.** When talking about your experience, list 1 or 2 points that reference back to the requirements in the job description, or to the organization itself.
- **If reaching out to a new contact or referral, avoid asking for favors** right away, such as feedback on your resume, coffee meetings, or an informational interview. Your primary goal is to first establish a rapport.
- **When reaching out to someone you don't know on LinkedIn,** acknowledge that you don't know each other, and then give context around why you are reaching out to connect.
- **Always make reference to the position you're applying to,** and where you saw it. Recruiters get 100s of emails a day in reference to multiple positions, and won't always make the connection.
- **When following up on an interview, reaffirm your interest** in the role and the organization by making reference back to any team members you met, specific topics that were covered, or areas of interest pertaining to your background. Keep it concise and relevant.
- **When submitting your resume to a general inquiry,** meaning you're not applying to a specific position, or one is not immediately available, be direct about what kind of role you're seeking (specialization and level), what experience you have to offer in that area, where that could be an opportunity for them, and what specifically interests you about that organization. Close with a call to action suggesting a meeting or information interview to discuss your background and skills in more depth.

SUBMITTING YOUR RESUME |

Marketing Script #1 | SUBMITTING A RESUME VIA EMAIL

Hello-

I'm reaching out in regards to the [Digital Art Director](#) opportunity listed on [LinkedIn](#). My name is [Dana Leavy-Detrick](#), and I am a [senior-level Art Director based in New York City, with more than 10 years](#) of experience across [print, digital and broadcast design](#).

My resume and cover letter are attached for your review, and I welcome the opportunity to speak with you in more depth about my qualifications and the needs of the position. Thank you in advance for your time.

Best,
Dana Leavy-Detrick

Marketing Script #2 | SUBMITTING A RESUME VIA EMAIL

Hi Peter-

I'm reaching out in regards to the [Digital Art Director](#) opportunity listed on [LinkedIn](#). My name is [Dana Leavy-Detrick](#), and I am a [senior-level Art Director based in New York City, with more than 10 years](#) of experience across [print, digital and broadcast design](#). What piqued my interest about this role was [the opportunity to learn more about social media as a platform](#), and I'm confident that my skills, knowledge and experience will bring a good amount of value to [Company XYZ](#).

My resume and cover letter are attached for your review, and I invite you to contact me with any further questions about my experience and potential. Thank you in advance for your time.

Best,
Dana Leavy-Detrick

Marketing Script #3 | SUBMITTING YOUR RESUME TO A REFERRAL CONTACT

Hi Melissa-

Your information was given to me by **Joe Smith**, a close colleague of mine from **my work at Aspyre Solutions**. My name is **Dana Leavy-Detrick**, and my expertise is in **advertising sales**, with more than **6 years of experience on both the client and agency side**. **Joe** recommended that I reach out to you to introduce myself, as I saw via **your website** that **Company XYZ** may be looking for an **Account Executive**.

In addition to my prior experience, **I'm a hard worker and an excellent relationship builder** who is looking for an opportunity to contribute my expertise to a new organization. I know you must be busy, and as such, I appreciate you taking the time to read my email. Perhaps if there are any openings for which I might be a fit, you could point me in the right direction as to whom to contact.

Thank you again for your time!

Best,
Dana Leavy-Detrick

Marketing Script #4 | SUBMITTING YOUR RESUME TO GENERAL INQUIRY

Dear Hiring Manager-

I am reaching out with interest in consideration for any opportunities available at **Aspyre Outfitters** in a **director-level marketing or public relations capacity**. I have **10 years of experience crafting successful, international digital branding campaigns for major retail clients including Macy's, Bloomingdale's, Ann Taylor and J.Crew**. My goal is to **leverage my expertise in brand building, client relationship development and project leadership to drive revenues, sales and accelerate brand growth for Fortune 100 clientele**.

What piqued my interest in your organization is a combination of **strong company mission that values corporate responsibility, socially-responsible product design, and elegant and innovative branding that delivers a clear message around the personality of the Aspyre brand**.

While I've worked for both large and small organizations, my passion is in the startup environment where I can be part of a creative team of dedicated professionals focused on **building a truly great brand experience for its customer base**.

I would welcome the opportunity to meet with you to discuss my background and experience in more depth, and how I might be an asset to your **marketing and publicity team**. I look forward to speaking with you further, and thank you for your consideration.

Best,
Dana Leavy-Detrick

NETWORKING |

Marketing Script #5 | REACHING OUT TO A NEW CONTACT

Hi Melissa-

I came across your information via the [Advertising Professionals Group on LinkedIn](#). My name is [Dana Leavy-Detrick](#), and I have [6 years](#) of experience in [advertising sales](#). I wanted to reach out and introduce myself, as I noticed [you too were alumni of Boston University](#).

I have always been interested in [organizations that focus on green marketing initiatives](#), and I know that [Company XYZ](#), does a lot of great work in that space. I was curious if you had any insight into the industry, and what someone like you might value in a candidate who is looking to make a transition into that type of work.

I realize you must be extremely busy, and I thank you in advance for taking the time to read my message, and appreciate your insight and thoughts.

Best,
Dana Leavy-Detrick

Marketing Script #6 | ASKING TO CONNECT ON LINKEDIN

Hi Melissa – I came across your name via [the Advertising Professionals Group](#), & saw that you are also [involved in the green marketing space](#). I'd like to add you to my network.

Dana Leavy-Detrick

OR

Hi Melissa – we don't know each other, but I saw that we are both connected to [John Smith](#). I admire your work [in the marketing industry](#), and would like to connect with you.

Dana Leavy-Detrick

OR

Hi Melissa – I really enjoy the content on your [design blog/Pinterest board/website](#). As someone also [involved in the creative industry](#), I'd like to connect with you.

Dana Leavy-Detrick

FOLLOWING UP |

Marketing Script #7 | FOLLOWING UP ON A RESUME SUBMISSION (Formal)

Hello-

I'm following up in regards to my application for the **Executive Assistant** position listed on **your website**, to confirm your receipt and interest. As mentioned, I am an **experienced administrative professional** with **10 years** of experience **supporting high-level executives across all facets of day-to-day business operations**. Please feel free to contact me if I can provide any additional insight or information.

I appreciate your time, and look forward to hearing from you regarding next steps.

Sincerely,
Dana Leavy-Detrick

Marketing Script #8 | FOLLOWING UP ON A RESUME SUBMISSION (Formal)

Hello Rita-

I'm following up on my earlier email in regards to the **Financial Analyst** opportunity with **Company XYZ**. I would love the opportunity to speak with you more about my **10+ years** of experience in **financial operations & planning**, and how I can potentially contribute to your organization.

Please feel free to reach out if I can provide any additional information, and look forward to hearing from you regarding next steps.

Sincerely,
Dana Leavy-Detrick

Marketing Script #9 | FOLLOWING UP ON A RESUME SUBMISSION (Informal)

Hello Rita-

I am following up with regards to the resume I sent to you **last Thursday**, to confirm your receipt and interest. I will be in **New York City** on **Monday and Tuesday of next week** if there is an opportunity to meet with you and interview for the role. I look forward to hearing from you soon.

Best,
Dana Leavy-Detrick

FOLLOWING UP |

Marketing Script #10 | FOLLOWING UP ON AN INTERVIEW (First Outreach)

Hello Rita-

I greatly appreciate your time earlier, and it was a pleasure meeting with you in regards to the **Graphic Design** opportunity at **Company XYZ**. I also enjoyed meeting **John Smith and the rest of the creative team**, and it's evident that you have an excellent company culture. It was also interesting to hear **that the organization is moving in a more digital direction**, and I greatly hope to be a contributing part of that, **as I have been focusing heavily on interactive design in my current role**.

Please let me know if I can provide any additional information, and I look forward to hearing from you regarding next steps.

Sincerely,
Dana Leavy-Detrick

Marketing Script #10 | FOLLOWING UP ON AN INTERVIEW (First Outreach)

Hello John-

I wanted to thank you again for your time today, and to reaffirm my interest and enthusiasm in being considered for **Graphic Design** opportunity at **Company XYZ**. After seeing the environment for myself and meeting several members of the team, I am very confident that it would be an excellent fit and a seamless transition, and that I could really contribute value to the work that you do there.

Please let me know if I can provide any additional information, and I look forward to hearing from you regarding next steps.

Sincerely,
Dana Leavy-Detrick

Marketing Script #12 | FOLLOWING UP ON AN INTERVIEW (Second Outreach)

Hello John-

I just wanted to follow up again in regards to [last Thursday's interview](#) for the [Graphic Designer](#) opportunity, and see if there was any additional feedback from the team. As mentioned, I feel completely confident that the role is an excellent fit for my background and experience, and where I'm looking to go next in my career.

Please feel free to reach out if I can provide any additional information.

Thank you,
Dana Leavy-Detrick

Marketing Script #13 | FOLLOWING UP ON AN INTERVIEW (Final Outreach)

Hello John-

I am following up again in regards to [last Thursday's interview](#) for the [Graphic Designer](#) opportunity. I wanted to also let you know about a possible change in my availability, and that I have a potential offer/project pending with another organization. However, the opportunity with Company XYZ would be my first choice, and if I am still in consideration for the role, please let me know if there is anything I can provide on my end to help move things forward.

Thank you,
Dana Leavy-Detrick

RECOMMENDATION |

Marketing Script #14 | Writing a Letter of Recommendation

You can customize this script on behalf of someone who will be providing you with a recommendation, or provide them with the basic outline as a guide to creating an impactful letter that highlights your contributions and skill sets.

Recommendation for:

[CANDIDATE NAME]
[JOB TITLE], [COMPANY NAME]

Dear Hiring Manager,

It is my pleasure to provide this letter of recommendation for [CANDIDATE NAME] whom I worked with [IN WHAT CAPACITY] at [COMPANY NAME].

Describe the responsibilities of the candidate and how they performed in the role:

As a knitwear designer within our women's group, Dana brought a measurable amount of expertise and creativity to the organization during her 5 years with the company. Her passion for exploring different techniques, yarns, and colors shines through in her vivid and feminine designs, several of which were shown at Mercedes Benz Fashion Week in New York. She was promoted on more than one occasion, and always received extremely positive reviews on her performance.

Describe specific attributes, talents, or skills that the candidate brought to the role or organization:

Her research skills, knowledge of the luxury market, and instinct for identifying trends make her a valuable asset to the team, as she truly understands the product and the needs of the customer. Dana has a unique eye for shape, proportion, and measurements that comes in handy as a liaison between product development, creative design, and buying teams.

Describe the candidate's relationships within the organization, and how they worked with others:

Dana's friendly and professional nature enabled her to build strong relationships with her peers, and establish a rapport with our various clients, suppliers, and vendor partners. Her ability to maintain and grow those relationships was key in being able to grow those accounts. Her colleagues and supervisors alike would describe her as a team player, honest, friendly, and open-minded – and always ready to lend a helping hand to her teammates.

Include any unique attributes or additional points that would be of interest to an employer:

Dana brings a unique multi-cultural background gained through her international work experience and personal love for travel. She is curious to explore other countries and continents, from which she brings back new ideas and creative inspiration. She would be a valuable asset to any company or brand seeking a knowledgeable, creative, and innovative designer.

Please feel free to contact me at [CONTACT INFO] with any additional questions.

Sincerely,

[REFERRAL NAME]
[JOB TITLE], [COMPANY NAME]

Marketing Script #15 | Asking for a Recommendation on LinkedIn

LinkedIn provides a built-in functionality through which you can ask your direct connections to write a recommendation to appear on your profile. Providing your contact with a personalized request outlining the key attributes that you'd like the recommendation to speak to will ensure they provide a valuable testimonial that highlights your most important traits and contributions. Keep it concise.

Dear [CONNECTION NAME],

As someone who's opinion and perspective I value, would you be open to writing a brief testimonial of my work based on our experience working together at [COMPANY NAME]? I am happy to provide a basic outline if that would be helpful. Based on the opportunities I am targeting, I would like to highlight:

- My ability to manage a high volume of projects and deliver results on time and budget
- The deep relationships that I have built with clients across multiple industries, and grow those relationships to support additional revenue streams.
- The fact that I have moved up quickly within the organization, and have continually increased my leadership responsibility.

Thanks in advance!

[YOUR NAME]

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