

**Chill-o-Matic: Marketing Email**

Objective: Entice restaurant owners to visit upcoming trade show exhibit and redeem exclusive product discount (reserved via email), in person at the show.



<p>SUBJECT (10 words)</p>	<p><b>ACT NOW: Exclusive 25% discount on Chill-o-Matic's new LBR Coolers</b></p>
<p>BODY Pt. 1 (with subhead)  (192 words)</p>	<p>Dear &lt;&lt;MListFirstName&gt;&gt;,</p> <p>With utility costs rising, it's easy to see how inefficient refrigeration impacts your restaurant's bottom line.</p> <p>Every open-and-close of the cooler door as you hunt for an ingredient makes your fridge's compressor work harder and longer ... just like you and your staff.</p> <p>Also consider the injury risk of moving bulky units around the kitchen, or opening heavy, opaque doors into high-traffic areas during a busy dinner rush. Not ideal, and potentially very costly.</p> <p>Now, imagine the alternative: Chill-o-Matic's new line of Light, Bright, and Reliable (LBR) Coolers.</p> <p><b>A versatile, efficient, and budget-friendly option</b></p> <p>LBR Coolers stand out because they're:</p> <ul style="list-style-type: none"> <li>• <u>Lightweight</u> and easy for two people to move, thanks to six durable built-in rollers per unit.</li> <li>• Powered by our <u>proprietary compressor</u>, reducing overall weight by an average of 20 lbs. compared to the competition.</li> <li>• Fronted with <u>condensation-resistant glass</u>, giving you front-to-back visibility even in low light.</li> </ul> <p>LBRs hold their value, too. A recent market comparison by LR Brown &amp; Associates found LBR Coolers' <u>projected cost of ownership</u>—that's the purchase price, plus operation and maintenance costs over five years—to be <u>28.2% lower than comparable units</u> from our competitors.</p>
<p>MID-COPY CTA + sign-up link  (25 words)</p>	<p>Claim a big discount on LBR Coolers, exclusive to RCTS attendees in the Chill-o-Matic community!</p> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <p><i>Reserve your 25% Off coupon</i></p> </div>

(continued)

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BODY Pt. 2 (with <b>subhead</b> )  (38 words)	<b>Visit us at the Restaurateur Conference and Trade Show</b>  For a <u>very limited time</u> , Chill-o-Matic is offering a special 25% discount to customers who visit our trade show exhibit.  That's <u>up to \$1,000 off</u> LBR's suggested retail price!
REPEAT CTA + sign-up link  (66 words)	To claim the discount, sign up at this link. We'll print and hold your personalized coupon at Booth #214.  <u>We've only got fifty to give away, so don't wait.</u>  <div style="border: 1px solid black; padding: 5px; text-align: center;"><i>Reserve your 25% Off coupon</i></div> Don't worry: the coupon's valid for six months after the show, so you don't have to use it there. But when you meet the LBR Cooler in person, I think you might!
CLOSE  (12 words)	Warmly (but not too warm!),  Jane Atkinson Director of Marketing, Chill-o-Matic Inc.

Word count: 343