Auto-Responder Email Series plan

**Client type: Contact us Page**

Note: first line is an example. Highlighted in yellow.

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| Week No. | Email Subject | Description | Action |
| Week 1 | Thank you for your enquiry | This email will be a short email to confirm that we have received their contact details, and an advisor in London will contact them soon.  This email will also include a video of “how it works” so that they can watch this in their free time. | Click video of “how it works” |
| Same Day as above | Initial email | This is where I start a discussion. |  |
| Week 2 | Follow up email | Incase they didn’t read my first email yet I want to follow up about this. | They need to reply to my email |
| Week 3 | Our Services | This email will show the services that we are providing to clients. This email will include a link to know more about it. | Click Link to know more |
| Week 3.5 | Follow up again |  |  |
| Week 1 | Benefits to work with Staff India | This email will show the benefits to work with us. This email will also contain a link to know more. | Click Link to know more |
| Week 7 | 5 tips to improve productivity in the office | This will give them some smart ideas. Show them that we understand about productivity | Click link to go to blog |
| Week 9 | Why not to hire freelancers | It is a video to watch. | Click to view video |
| Week 11 | 7 days free trail | This email will throw a big offer to them to try our service free for 7 days. A link will be there to register in free trail service. | Click Link to register |
|  | What is Virtual Staffing? |  |  |
| Week 13 | Success story | This email let the prospect know success story of ours. Couple of videos will be added. | Click video of “success story” |
| Week 15 | What to expect when Outsourcing to Virtual Employees | This will give people a good idea of what to expect | Click on link to go to blog |
| Week 17 | How do I save by outsourcing? | Make the customer think more about outsourcing | Click link to watch this video: <https://www.youtube.com/watch?v=T262ItXdMBI&t=5s> |
| Week 19 | Virtual assistants are pranked | Video for them to watch for a laugh and relax, make them feel comortalbe with us | Click link to watch this video:  <https://www.youtube.com/watch?v=EHzuDYtSiK4> |
| Week 21 | 7 days free trail | This email will throw a big offer to them to try our service free for 7 days. A link will be there to register in free trail service. | Click Link to register |
| Week 23 | How to outsource | This email helps the prospect to know about how to start outsourcing. A link will be added to learn more about it. | Click Link to know more |
| Week 25 | Hire virtual web developers | Every company needs a website nowadays. So web development outsourcing is quite popular. So we show them this video | Click link to watch this video: <https://www.youtube.com/watch?v=AEfsAtf_PcY> |
| Week 27 | 5 Tips to Reduce Business Cost | More tips to help clients | Click link to go to blog |
| Week29 | Are you outsourcing yet? | Getting customers to think about outsourcing more | Click a video to watch on outsourcing |
| Week 31 | Virtual employee profile | This email will show some virtual employees profile, so that prospect can see the profile of virtual employee in a visible manner. This email will also contain couple of videos of virtual employees. | Click video of” virtual employee” |
| Week 33 | Get started for only £10 a month | This email will be a offer to the prospect to use our virtual employee for £10 in first month. |  |
| Week 35 | Why outsource with us | This email will show the advantages of outsourcing with us. A link will be added to learn more about it. | Click Link to know more |
| Week 37 | 5 Awesome Tools for Small Businesses to help you run your business better | Some tools that clients can use. This will show we are helping them | Click link to go to blog |
| Week 39 | Success story | This email let the prospect know success story of ours. Couple of videos will be added. | Click video of “success story” |
| Week 41 | £10 for first month | This email will be a offer to the prospect to use our virtual employee for £10 in first month. |  |
| Week 43 | 5 Ways Outsourcing Work Reduces Your Costs | Some tips for customer to think about outsourcing. | Click Link to go to blog |
| Week 45 | Reasons why clients trust us | This email will show trustworthy nature of our business. This email will also include a link to know more about it. | Click Link to know more |
| Week 47 | Why choose us | This email will show the benefits to work with us. This email will also contain a link to know more. | Click Link to know more |
| Week 49 | What you can outsource | This email will show the services that client can take from us. This email will include a link to know more about it. | Click Link to know more |
| Week 51 | How to work with VA | Make customer think about working with VA | Click link to watch this video:  <https://www.youtube.com/watch?v=Q3txcjwcCWY> |
| Week 41 | £10 for first month – Final Offer | This email will be a offer to the prospect to use our virtual employee for £10 in first month. |  |
|  | Why outsource admin work to Bangladesh |  |  |
|  | Why is our Outsourcing better? |  |  |
|  | What work can I Outsource? |  |  |
|  | What can you outsource for $4 p/hr |  |  |
|  | Should the NHS use offshore outsourcing? |  |  |
|  | Offshore SEO companies are time wasters |  |  |
|  | Beat the national minimum wage |  |  |
|  | Most Busineses don’t know this |  |  |
|  | Outsourcing is good for all parties |  |  |
|  | Saving your company in difficulty |  |  |
|  | How to reduce business costs 80% |  |  |
|  | How to recognize a Strong Employee |  |  |
|  | How to hire Virtual Staff for $4 |  |  |
|  | How much should outsourcing cost? |  |  |
|  | How can Charities benefit from outsourcing? |  |  |
|  | Find out if you could save 80% on costs |  |  |
|  | True Cost of hiring Employees |  |  |
|  | How to stay open 24 hours |  |  |
|  | BingAds vs Adwords |  |  |