


# Customer Outreach Template

Are you ready to ask your customers to sign up for Experify? If so, congratulations! You're one step closer to providing a more authentic buyer's journey and customer experience. Feel free to use the templates below in your outreach. Just make sure you have reviewed our [Locals Onboarding Guide](#) before you do.

## 1) Email Template for Close Customers

To kick off the Locals onboarding, we recommend reaching out to people with a simple email that feels personal. Also, don't forget to spread the word with friends, family, and at the office - get your colleagues who own the product to sign up as well 😊!

 **Your Brand name** <YourEmail@gmail.com>  
to me ▾ ☆ ↶ ⋮

Hello \_firstName\_,

Greetings from **[YOUR BRAND]**! We are reaching out to our best customers to share some exciting news: We have launched a new program where customers like you can share their honest opinions about their **[YOUR BRAND/PRODUCT]** and receive rewards from us in return. We would be happy to welcome you to join this new community! You can find more info and sign up here ([hyperlink this with your landing page](#)).

**How does it work?**

- As a **[YOUR BRAND]** Local, share your honest opinion and experiences with your **[PRODUCT]** with interested people. This typically happens via chat, but might also lead to a phone call or meeting (virtual or in-person) for more points.
- With one click, decide whether to accept or reject a contact request.
- As a thank you, you receive rewards from us!

It's all about authenticity and honest opinions!

Here again is the link ([hyperlink with your landing page](#)) to all the info and sign-up! Hope to see you there. If you have any questions, just let us know!

All the best,


**[YOUR BRAND]**

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# Customer Outreach Template

## 2) Newsletter Copy Template

After you have the first Locals onboarded, start the wider outreach - here is a copy template for a newsletter.

 **Your Brand name** <YourEmail@gmail.com>  
to me ▾

☆ ↶ ⋮

**{{firstName}}, earn rewards for sharing your  
[YOUR BRAND] experience!**

We are proud of our [PRODUCT] and people like you who make the [YOUR BRAND] community so special. In a world full of fake reviews, paid endorsements, and ads, we strive to provide more authentic [YOUR BRAND] experiences.

And this is where we need your help! Become a [YOUR BRAND] Local and share your experiences and honest opinions about your [YOUR BRAND] with interested people. In return, you will receive brand points that you can redeem for exclusive rewards!

CTA: Find out more (hyperlink with your landing page)

**What do I do as a [YOUR BRAND] Local?**

If someone is interested in learning about your experience with [YOUR BRAND], they will contact you. With one click, decide whether to accept or decline the contact request. You can then share your honest opinion and answer questions via chat, phone, or a meeting (virtual or in-person).

CTA: Sign up now (hyperlink with your landing page)

**Exclusive [YOUR BRAND] Rewards**

As a thank you, you'll earn points that you can redeem for exclusive rewards.

[Pictures: Preview of the rewards]

**What are you waiting for?**

In just two minutes, you can sign up with Experify and create your profile. Just enter your information and upload a photo of your [PRODUCT]! That's it!

CTA: Sign up here (hyperlink with your landing page)

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