

Email #1: Thank You/Membership

Non-Member Customers - Attended

Email Name: ██████████ Non-Member Customers Attended Email #1 Segment I

From Name: ██████████, ██████████ Membership

From/Reply Address: ██████████

Send Date: ██████████

Subject Line: Keep Moving Forward with ██████████.

Preview text: Check out the different ways to connect with ██████████ and strengthen your network.

Hello {NAME},

Thank you for attending ██████████. We hope that you enjoyed your virtual experience and gained valuable insights from your peers and ██████████ experts. Unlock access to the recordings of the tracks you missed and so much more by becoming a member of ██████████.

Continue your path and be part of a powerful network of over **130,000 ██████████-savvy professionals**. Become an ██████████ member today and gain year-round opportunities to strengthen your network of problem-solving peers.

An ██████████ **membership is companywide**, so let us help you and your colleagues discover your success through like-minded peers, the best partners, and helpful ██████████ points of contact. Together, we can move you and your organization forward. To learn more about the benefits of being a member, check out ██████████.

Don't ██████████ without us. Start the conversation today by ██████████.

Sincerely,

██████████, ██████████ Membership

Non-Member Customers - Didn't Attend

Email Name: [REDACTED] Non-Member Customers Didn't Attend Email #1 Segment II

From Name: [REDACTED], [REDACTED] Membership

From/Reply Address: [REDACTED]

Send Date: [REDACTED]

Subject Line: We missed you at [REDACTED].

Preview text: Continue maximizing your investment in [REDACTED] by expanding your network and knowledge with [REDACTED].

Hello {NAME},

"Shift, Turbulence, Adapt." This was how one of the presenters at [REDACTED] described the current situation in the world. Also, [REDACTED], discussed how they had to swivel from one of their biggest marketing campaigns to creating something completely new. **"We also wanted to make sure that the messaging had a community impact, and a giveback component to it as well...So, we shifted that in three weeks completely."** These were some of the customer centered conversations we had during [REDACTED], and we're sorry you missed them! Unlock access to the recordings and insights from [REDACTED] and much more by becoming a member of [REDACTED].

Access a wealth of additional expertise with an [REDACTED] membership. **Tap into the collective knowledge** of over **130,000 professionals using** [REDACTED] across thousands of member organizations. Gain year-round opportunities to strengthen your network of problem-solving peers.

An [REDACTED] membership is companywide, so let us help you and your colleagues discover your success through like-minded peers, the best partners, and helpful [REDACTED] points of contact. Together, we can move you and your organization forward. To learn more about the benefits of being a member, check out [REDACTED]

Don't [REDACTED] without us. Start the conversation today by [REDACTED]

Sincerely,

[REDACTED], [REDACTED] Membership

Email #2: Track related/Download content

Non-Member Customers – Attended

Non-Member Customers- Didn't Attend opened Email #1

Project Name: ██████████ Non-Member Customers Email #2

From Name: ██████████, ██████████ Membership

From/Reply: ██████████

Send Date: ██████████

Subject Line: Peek into member only insights with ██████████.

Preview Copy: Get an exclusive look at the valuable content that helps ██████████ members maximize their investment in ██████████.

Hi {Name},

We understand that education around ██████████ products never ends. To continue learning how to maximize your ██████████ investment in **(Supply Chain and Manufacturing, Sales and e-Commerce, IT Operations, Finance and Procurement, Employee Experience and HR)**, download this piece of valuable research.

SCM CTA: Download NAME OF RESEARCH

SEC CTA: Download NAME OF RESEARCH

ITO CTA: Download NAME OF RESEARCH

F&P CTA: Download NAME OF RESEARCH

EEHR CTA: Download NAME OF RESEARCH

Our research and insights are just one of the exclusive benefits of your ██████████ membership. To continue experiencing the exclusive networking, educational, research and insights and influence opportunities, join ██████████ today. To learn more about the benefits of being a member, check out ██████████.

Don't ██████████ without us. Start the conversation today by ██████████.

Sincerely,

██████████, ██████████ Membership

Email #3: Upcoming Events/Value of Membership

Non-Member Customers – anyone who opened Email #2

Project Name: [REDACTED] Non-Member Customers Email #3

From Name: [REDACTED], [REDACTED] Membership

From/Reply: [REDACTED]

Send Date: [REDACTED]

Subject Line: Don't [REDACTED] without us.

Preview Copy: Check out the upcoming opportunities to engage and learn with the [REDACTED] network.

Hi {Name},

One thing we have learned from our customers during this unprecedented time, is that the value of a strong network is incredibly important. Two great ways to participate in the [REDACTED] network is our upcoming virtual Fall conference and classroom trainings. To learn more about the benefits and discounts of being a member, check out [REDACTED] or reply to this email and start the conversation today.

Plus, you and every employee in your organization will **gain ongoing access to the latest research, expert insights, and hundreds of on-demand webcasts at [REDACTED]**. As a member, you'll find unlimited opportunities to strengthen your network of problem-solving peers.

It's time to put to work the collective expertise and game-changing potential of our powerful network. Now is the time to join **the world's largest network of [REDACTED] customers.**

Don't [REDACTED] without us. See how a membership can move you forward.

Sincerely,

[REDACTED], [REDACTED] Membership