

## EMAIL 1: 180 DAYS OUT / CUSTOMER (minus Execs)

**Subject Line:** Tap into all that [REDACTED] has to offer.

**Preview Line:** Make the most of your membership to get the most out of your [REDACTED] investment.

**Send Date:** [REDACTED]

**This**

Thank you for your [REDACTED] membership. As a valued member, I want to make sure that you are tapping into all the problem-solving potential [REDACTED] provides. Our exclusive network of [REDACTED]-savvy professionals is 130,000 strong and ready to share their experiences to help you conquer your business challenges. This is just one example of how [REDACTED] can help you save time and money with all the opportunities and resources **included with your membership**.

Remember, our calendar offers a full slate of virtual and in-person events crafted around key topics of interest for specific industries, business roles, and technologies. Whether sharpening skills via [REDACTED], participating in our interactive [REDACTED], or gathering industry insights this fall at [REDACTED] virtual experience, keep your eye on the future by registering for an event today.

### CTA: Explore Upcoming Events

Here are even more ways your **companywide membership** helps you make more possible:

- Exclusive Benefits:** Only members can view all the customer stories, demos, and lively panel discussions from [REDACTED] via on-demand webcasts.
- Insights You Need, On Demand:** Members can seamlessly search, save, and reference helpful articles, insights, and research that helps you make more possible with [REDACTED] every day.
- Streamlined Website Experience:** Stay up to date by maintaining your preferences on our newly redesigned website to receive customized content relevant to your interests. Head to [REDACTED], log in, update your preferences, and make more possible today.

[REDACTED] connects you to the people, resources, and road maps you need to succeed with [REDACTED]. Please contact me at [REDACTED] so together we can maximize the benefits of your membership.

Don't [REDACTED] without us.

Sincerely,

**EMAIL 1: 180 DAYS OUT / CUSTOMER ALREADY RENEWED ALT**

**Subject Line:** Thank you for recommitting to [REDACTED].

**Preview Line:** Continue to maximize your membership.

**Send Date:** **Within one week of “Closed Deal Won”**

**Reply Email:**

**Sent From:**

**List:**

Thank you for renewing your companywide membership. Make sure you take advantage of all the problem-solving opportunities available this year. Check out the full slate of virtual and in-person events and educational resources available to you and your team. Whether sharpening skills via webcasts, participating in our interactive Think Tanks, or gathering industry insights this fall at [REDACTED] [REDACTED] virtual experience, **now’s the best time to secure your spot.**

**CTA: Explore Upcoming Events**

More ways your companywide [REDACTED] membership helps you make more possible:

- Exclusive Benefits:** Only members can access certain articles, insights or view the customer stories, demos, and lively panel discussions from [REDACTED] via on-demand webcasts.
- Streamlined Website Experience:** Our redesigned site makes it easier than ever to get the most value out of your [REDACTED] investment. Head to [REDACTED], log in, create a profile, update your preferences, and make more possible today.

[REDACTED] helps you make the critical connections and find the essential resources you need to succeed with [REDACTED]. Please contact me at [REDACTED] to make sure your entire organization is making the most of its membership.

Sincerely,

## EMAIL 2: 150 DAYS OUT / CUSTOMER

**Subject Line:** Is your entire organization in on [REDACTED]?

**Preview Line:** Make sure you and your colleagues are taking advantage of all the [REDACTED] resources your membership provides.

**Send Date:** [REDACTED]

**Reply Email:**

**Sent From:**

**List:**

Thank you for being an active [REDACTED] member. Your ongoing engagement proves that you understand the value that comes from connecting with this network. Here at [REDACTED], we want to ensure you and your organization plan on taking advantage of all the events, resources, and educational opportunities available:

- Tap into the powerful network of over **130,000 [REDACTED]-savvy professionals**. One way you can do this, is by signing you and your team up for [REDACTED]. Make sure to share the link with your network to stay connected to your peers!
- Attend year-round virtual and in-person events that help you grow your network, sharpen skills, and conquer your business challenges. Plus, you can access on-demand videos, live webcasts, and tailored classroom training sessions.
- Save time and money by taking advantage of all event opportunities that a membership provides.

To get a preview of what [REDACTED] can do during a virtual conference, you can relive the [REDACTED] virtual experience or gain all of the valuable lessons by watching it on-demand, now's the best time to make sure you and your team don't miss out.

### CTA: Register Today

Now, more than ever before, organizations need the support of trusted peers and expert resources in order to adapt and move forward. Head to [REDACTED], log in, create a profile, update your preferences, and make more possible today.

[REDACTED] connects you to the people, resources, and road maps you need to succeed with [REDACTED]. Please contact me at [REDACTED] so together we can maximize the benefits of your membership.

Don't [REDACTED] without us.

Sincerely,

### EMAIL 3: 130 DAYS OUT / CUSTOMER

**Subject Line:** We Can Make More Possible

**Preview Line:** [REDACTED] members connect, collaborate, and conquer their business challenges together. Head online to find ways to engage more today.

**Send Date:** [REDACTED]

**Reply Email:**

**Sent From:**

**List:**

[REDACTED] is here to help people and organizations get the most value from their investment in [REDACTED] technology. The opportunities are endless. Check out how members get the most from their [REDACTED] experience:

- With [REDACTED], you never have to go it alone—we connect you with over **130,000 [REDACTED]-savvy professionals**, resources, and road maps you need to succeed.
- We craft virtual and in-person events around topics of interest for specific industries, business roles, and technologies, so **you're certain to find the ones that can empower you with solutions.**
- **A companywide membership** means your entire organization has access to our exclusive educational and networking opportunities.
- Your **Membership Dashboard** is customized with exclusive content relevant to your interests, upcoming events related to groups you follow, saved insights, as well as suggestions for additional content you may like. Log in and update your preferences to help us give you the content that matters most to you.

#### CTA: **Update Your Preferences**

[REDACTED] connects you to the people, resources, and road maps you need to succeed with [REDACTED]. Please contact me at [REDACTED] so together we can maximize the benefits of your membership.

Don't [REDACTED] without us.

Sincerely,