EDM群发模板，请挑选一篇，然后替换下文中的红色或蓝色字即可

（尽量使用个性化主题 + 个性化称呼，避免对方知道这是群发）

**1、介绍公司**

1）模板A:

Re: ebikes for {变量：客户公司名称}

Dear {变量：联系人名字},

Thanks for your enquiry before.

This is Clive from BestarMotor, China.

BestarMotor has been producing electric bikes since 2002, exporting to over 50 countries.

It's one of most professional suppliers in China.  
With advantages of perfect quality and reasonable price,   
our products are widely accepted by many famous customers like Carrefour in Belgium andthe largest mail-order company in Germany. （写2个标杆客户，下同）  
Please check our company profile in the attachment（如果有公司介绍PPT请放在附件，下同） and our company video from www.xxxx.com （如果有公司介绍视频，请说明链接，一般放在youtube上，不要直接发送整个视频，太大了）

Please visit our website at www.yyyy.com for all available products. （一定要收口回到官网）

Any products you like?

Looking forward to your early reply.

Best regards

签名档（所有签名档一定要带官网，下同）

2）介绍公司模板B：

Re: ebikes for {变量：客户公司名称}

Dear {变量：联系人名字},

We've been in touch before.

This is XXX from XXX公司

We’re professional manufacturer of主营产品, such as产品举例, etc.

Our products are CE, UL and XXX certificated by SGS and TUV.

Our company is ISO approved by XXX.

With XX years’ experience in this field,

We have full confidence to meet your needs and support your business.

Please email us or call me directly if you have any questions about XXX产品.

You can also visit our website at www.xxxx.xxx for all available products.

We’re sure our further discussion can find a way to satisfy both of us.

Best regards

签名档

2、**新产品推出群发**

Re: new ebikes for {变量：客户公司名称}

Dear {变量：联系人名字},

Your previous inquiry was well noted and appreciated.

This is Clive from BestarMotor, China.

Attached please find the quotation list of our new products.

The main features can be listed as follows:

1.

2.

3.

You can visit our website at www.yyyy.com for all available products.

Any other products you like?

Looking forward to your earliest reply.

Best regards

签名档

1. **老产品改进群发**

Re: improvements for {变量：客户公司名称}

Dear {变量：联系人名字},

We've been in touch before.

This is Clive from BestarMotor, China.

We’ve done a great improvement on our e bike products.

Attached please find the specification and pictures about details.

You can visit our website at www.yyyy.com for all available products.

Any other products you like?

Looking forward to your earliest reply.

Best regards

签名档

**★ 特别说明**：新产品推出和老产品改进EDM，强烈建议采用图文并茂的形式，可学习借鉴您行业标杆的newsletter，一般在他们官网上可订阅，举例：

1）八方股份，上市公司603489，主营电动车电机

订阅页面：<https://bafang-e.com/media/newsletter/>

2）安克创新，上市公司300866，主营3C产品

订阅页面：[www.anker.com](http://www.anker.com) 拉到底可订阅

1. **优惠活动通知群发**

Re: special for {变量：客户公司名称}

Dear {变量：联系人名字},

This is Clive from BestarMotor, China.

I have a very good news to share with you.

We will do promotions for all our e bikes -- 5% discount

Time valid: June 1st - June 30th.

You can visit our website at www.yyyy.com for all available products.

Any products you like?

I’m willing to quote you the special favorable price after receipt of your detailed requirements.

Looking forward to your earliest reply.

Best regards

签名档

1. **展会邀请函群发**

Re: invitation for {变量：客户公司名称}

Dear {变量：联系人名字},

How you are doing well.

This is Clive from BestarMotor.

We hereby sincerely invite you to visit our booth in CHINA CYCLE.

Exhibition: The XXXth CHINA INTERNATIONAL BICYCLE &MOTOR FAIR

Location of exhibition: National Exhibition and Convention Center (Shanghai)

**BOOTH No.: [5.1]D0015**

Date: May 6th - 9th, 2018

You can also visit our website at www.yyyy.com for all available products.

Welcome to discuss further.

Looking forward to seeing you soon!

Best Regards.

签名档

1. **某国有重大事件发生，关怀群发**

Re: deep concern for {变量：客户公司名称}

Dear {变量：联系人名字},

Hope you are safe and healthy.

This is Clive from www.yyyy.com（这里写官网，因为后面不好写了，否则就太商业了）

Pity to hear the severe earthquake in CA from the news.

Hope everything is ok for you, your family and your friends.

Anything we can do for you, just let us know.

Kindest regards

签名档

1. **长假前催单EDM**

Re: Orders affected by CNY Holiday

Dear XXX,

Hope you are doing well.

This is XXX from XXXX.

We offer XXX

Chinese New Year holiday will start on 31st, Jan. 2022 officially,

but factory will start closing 10 days earlier.

The entire factory’s holiday will last at least 3 weeks so that the workers can go back to their hometowns far away and enjoy China's biggest traditional festival with their families.

If you have any pending purchasing plans, please inform us, so we can schedule in advance to make prompt shipment after CNY holiday.

You can also visit our website at www.yyyy.com for all available products.

We will try our best to keep the supply chain under control to minimize the negative impact.

Thanks.

Best regards

签名档

1. **长假结束后催单**

Re: New chance to expand yr market

Dear XXX,

This is XXX from XXX,

which is specialized in XXXX.

Glad to inform you that we have come back to work from CNY holiday.

If you have launch plan for these products in April, May and June,

we hope you start the purchase plan from this week because we are entering a peak order season.

Or if you have any new project need to develop, we have an excellent R&D team which can bring yr idea into life.

--------We can provide 3D drawings and renderings within 24 hours for yr approval;

--------Free 3D mock up can be provided also within 24 hours if you need.

We believe fast response and competitive price can definitely help you to expand yr market in the year of 2022.

You can also visit our website at www.yyyy.com for all available products.

For more information, pls email or call me back.

Best regards

签名档

1. **持续更新中……，追求极致EDM效果**