



Email Outreach Templates: Buyer/Client Examples

HOW TO USE THESE TEMPLATES

Use these as starting points to reframe how and when branded merchandise is included in the marketing planning process.

Add a relevant observation, resource or proof point (can use campaign assets from [here](#)) before sending.

The strongest outreach feels personal, useful and connected to something the buyer is already planning.

SUBJECT LINE OPTIONS

- A Better Way to Plan Branded Merchandise
- Start With the Goal, Not the Product
- One Planning Idea for [PROGRAM]
- How Branded Merchandise Can Support [OBJECTIVE]
- A Smarter Start for [EVENT OR CAMPAIGN]

EMAIL GUARDRAILS

- **LEAD WITH BUYER VALUE.** Connect the note to a real program, need or planning moment.
- **KEEP IT PERSONAL.** Add a specific observation before sending.
- **BE CONCISE.** Focus each email on one idea and one next step.
- **USE PROOF RESPONSIBLY.** Include the source and avoid unsupported performance claims.
- **START WITH THE MARKETING NEED.** Let product recommendations come later.
- **MAKE THE CTA EASY.** Ask for a short conversation or clear planning action.



Example 1 - PRIMARY OUTREACH EMAIL: This keeps the conversation focused on relevance, usefulness, quality and the role the branded merchandise plays in the broader experience - not just unit cost or logo placement. Slightly more formal and intended to be used as a first touchpoint.

Hi [FIRST NAME],

As you plan [UPCOMING CAMPAIGN, EVENT OR PROGRAM], I wanted to share a simple way to make the branded merchandise more impactful.

Before we choose products, let's answer five questions:

- What are you trying to accomplish?
- Who are you trying to reach?
- What moment are you designing for?
- What should the branded merchandise help people do, feel or remember?
- What will tell us the program worked?

I'm sharing [RESOURCE NAME/LINK], which includes [STAT, CASE STUDY OR PLANNING TOOL]. Based on what you're planning for [PROGRAM CONTEXT], I think the biggest opportunity may be [CLIENT-SPECIFIC OBSERVATION].

Would a 20-minute working session help us define the goal and audience before I build recommendations?

Best,

[NAME & CONTACT INFORMATION]



Example 2 - SHORT & SWEET EMAIL: Intended to be a more a conversational, relationship-based approach; especially if you’ve already been in recent discussions with the client about the project, campaign or event.

Hi [FIRST NAME],

Before we select product for [EVENT OR PROGRAM], let's see how this fits into your overall marketing plan.

What is your goal, audience and outcome you are trying to achieve? Then, we can choose the right branded merchandise that fits.

Given your work on [PROGRAM], this section on [RELEVANT TOPIC] stood out:

[LINK]

My first thought is that branded merchandise could help [PROGRAM-SPECIFIC ROLE OR OPPORTUNITY], especially if we plan for what should happen after the handoff.

Open to a quick conversation?

Best,

[NAME & CONTACT INFORMATION]

Example 3 - PROOF FOLLOW-UP EMAIL: Helps as a follow-up to close the opportunity.

Hi [FIRST NAME],

Following our conversation about [PROGRAM NEED], I’m sharing one proof point that may help with the internal discussion:

[INSERT APPROVED STAT OR CASE STUDY FINDING]

For your program, this suggests [ONE PROGRAM-SPECIFIC IMPLICATION].

It doesn’t answer every planning question, but it gives us a stronger basis for evaluating [USEFULNESS, QUALITY, CONTINUED USE, PARTICIPATION OR ANOTHER FACTOR].

You can find the source and related planning guidance here: [LINK]

A useful next step would be for us to align on the goal, audience and measurement approach, then build a focused set of recommendations.

Best,

[NAME]

Example 4 - OPTIONAL FOLLOW-UP EMAIL

Hi [FIRST NAME],

I wanted to follow up on the resource I shared about [TOPIC].

The part that feels most relevant to [PROGRAM OR OBJECTIVE] is [SHORT OBSERVATION].

Rather than starting with a product list, we could use that idea to narrow the options around:

- The audience
- The moment
- The role the branded merchandise should play
- The response we want to create

Would it be helpful to work through those questions together?

Best,

[NAME]