**A picture containing comb

Description automatically generatedPOSITIONING LANGUAGE TO HELP INTRODUCE INTO TO UPS CUSTOMERS**

**Example #1**

Greetings [NAME],

(Customer Name) recently hit my radar screen as a result of a meeting I had with one of our growth partners. I recognize that you all have been doing quite well this year and are probably making plans to capitalize on (and maintain) this growth trajectory as we move into 2023.

INTO (one of our outside partners) works with companies that have an ecommerce sales channel to help them improve the performance of their marketing efforts - largely through a research-driven diagnostic process that helps to identify blind spots or areas of weakness. The goal is to improve customer acquisition, conversion rates, customer loyalty, and overall ecommerce sales growth.

I already have approval for us to cover the cost of this assessment and feel that you all might benefit greatly from the insights and suggestions provided as a part of this consultation.

There are no strings attached, this is plain and simple our way of investing in the growth of select UPS customers, knowing that as you grow, we will grow as well.

I'll touch bases with you in a couple of days to answer questions or to set up a Q&A call with the folks at INTO to fill in any gaps.

Below are a few more details about this unique opportunity.

**The INTO eCommerce Evaluation & Consultation**

The INTO process rates your company on multiple indexes relating to your Brand and Digital Marketing efforts.  INTO will spend 15 – 20 hours researching, benchmarking, and evaluating your company and then will present the findings to your leadership team.

INTO’s research examines your existing marketing efforts through an informal, yet thorough evaluation. Based on their observations, they create a scorecard; focusing on how your customers intersect and interact with your brand across the digital landscape, assigning a score ranging from “poor” to “excellent” in a wide range of categories.

*The goal is use INTO’s experienced “outside looking in” approach to find gaps or identify blind spots in your brand strategy, digital marketing, or customer experience efforts that may be limiting your growth.*

Once the results are compiled, INTO shares the scorecard with you, one-on-one. Hard-hitting, direct insights will challenge your team to take an honest look at your brand, customer experience and digital advertising. Your team will leave with a list of practical, actionable suggestions for making adjustments that will have a positive impact on customer acquisition, conversion rates, customer loyalty, and paid search effectiveness.

**A picture containing comb

Description automatically generatedExample #2**

Subject Line: INTO eCommerce Evaluation and Consultation for [customer name]

[Customer Name]

I wanted to follow up on our discussion from [date] about INTO and their possible engagement at [customer name] provided through UPS.

Based upon our past experiences with INTO engagements, I believe you will find your ***time extremely well spent*** and that you will walk away with some very ***valuable insights*** and suggestions that would have a ***lasting impact***.

[first paragraph can/should be modified if this is email is the first time INTO has been discussed]

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The cost for the evaluation and consult is normally $7,000, but through the UPS account relationship with [customer name] this will be covered by UPS.

There are no strings attached, this is plain and simple our way of investing in the growth of select UPS customers, knowing that as you grow, we will grow as well.

Let me know if this is something you would be interested in and I will see what I can do to get it scheduled.