三点决定EDM效果：

1、精准受众；

2、个性化主题 + 个性化称呼，群发痕迹不能太明显；

3、优质内容，努力把话说到对方心坎里，尽量先获知痛点并透传价值。

可挑选以下模版，替换文中的红色或蓝色字即可

**一、介绍公司**

1、介绍公司模板A:

Re: ebikes for {变量：客户公司名称}

Dear {变量：联系人名字},

Thank you for your previous inquiry.

This is Clive from BestarMotor in China.

BestarMotor has been producing ebike since 2002, exporting to more than 50 countries.

With perfect quality and reasonable price, our products are widely accepted by many famous customers, such as Carrefour of Belgium and the biggest mail order company of Germany.（写2个标杆客户，下同）

Attached please find our company PPT and a video at [www.xxxx.com](http://www.xxxx.com).

（如果有公司介绍PPT请放在附件，下同。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）

To learn more about our products, please visit our website at www.yyyy.com（一定要收口到官网）

We look forward to hearing from you.

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.

I am XXX from company XXX公司.

We are a professional manufacturer of ebike, escooters and other electric two-wheeled vehicles.

Our products are certified by CE, UL and XXX by TUV.

Our company is ISO approved by XXX.

We have XX years of experience in this field,

We are confident that we can meet your needs and support your business.

To learn more about our products, please visit our website at www.yyyy.com.

Best regards

签名档

二、**推新品**

Re: new ebikes for {变量：客户公司名称}

Dear {变量：联系人名字},

It was a pleasure to receive your previous inquiry.

I am Clive from BestarMotor in China.

Enclosed is a quotation list for our new product.

The main advantages are as follows:

1.

2.

3.

For more information about our products, please visit website www.yyyy.com.

Looking forward to your earliest reply.

Best regards

签名档

1. **老产品改进通知**

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 ebike products.

Attached please find the specification and pictures about details.

To learn more about our products, please visit our website at [www.yyyy.com](http://www.yyyy.com).

Looking forward to your earliest reply.

Best regards

签名档

**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.

To learn more about our products, please visit our website at [www.yyyy.com](http://www.yyyy.com).

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

To learn more about our products, please visit our website at www.yyyy.com.

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EDM**

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. **假期前后催单**
2. 长假前催单

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.

To learn more about our products, please visit our website at www.yyyy.com.

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

Best regards

签名档

1. 长假后催单

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.

To learn more about our products, please visit our website at www.yyyy.com.

Best regards

签名档

1. **挖痛点**

Re：Tired of [pain point]?

Dear XXX

Glad to hear that XXX products are in your line of business.

We have been specializing in this area for xxx years.

Before working with us, some of our customers often faced the following challenges:

[Challenge #1]

[Challenge #2]

[Challenge #3]

Are you experiencing any of the above? If you have any questions, please contact us.

To learn more about our products, please visit our website at www.yyyy.com.

Best regards

签名档

1. **挖墙角**

Re: how well has [competitor's product] worked for you?

Dear XXX,

While browsing your website, I noticed that your company uses [competitor's product].

（在浏览贵公司网站时，我注意到贵公司使用了竞争对手的产品）。

或者说：

While checking customs data, I noticed that your company is importing XX products from our competitors.

（在查询海关数据时，我注意到贵公司在从我们的竞争对手进口XX产品）

I work for [自己的公司名称], which has products similar to [competitor's product].

I have found that our customers prefer us because we not only offer competitive prices, but also extra features and services such as low MOQ, product certification, free spare parts, popular package design, new product development, etc.

It might be worthwhile to consider switching to our company so that you can get all these benefits as well!

To learn more about us, please visit our website at www.yyyy.com.

Best regards

**签名档**

1. **树标杆**

Re: XXX Product to Increase Market Share

Dear XXX,

I hope all is well with you.

Company [A] has increased its market share in Europe by 30% by developing [Product B] with us.

See what [Company A] has to say about us at this link: [www.xxx.com](http://www.xxx.com)

Want to be our next success story?

Let's talk about how we can help your business.

To learn more about our products, please visit our website at www.yyyy.com.

Best regards

**签名档**

1. **传价值**

Re：What we can do for 对方公司名称

Dear XXX

EU and US importers in the ebike industry are facing some tough problems, such as long delivery time, poor after-sales service, unstable quality, etc.

As one of the most professional manufacturers in the industry, we have helped many companies solve these problems in the past few years, thus enhancing their brand influence and increasing their revenue and profit.

If this is one of your challenges, let's talk about it right away, even in person. I have some ideas that might help you.

May your business prosper!

签名档

Please bookmark our website [www.dianjin-inc.com](http://www.dianjin-inc.com) and follow our WeChat public number “点津电商”to keep yourself updated.

持续更新中，请收藏我们官网并关注公众号“点津电商”