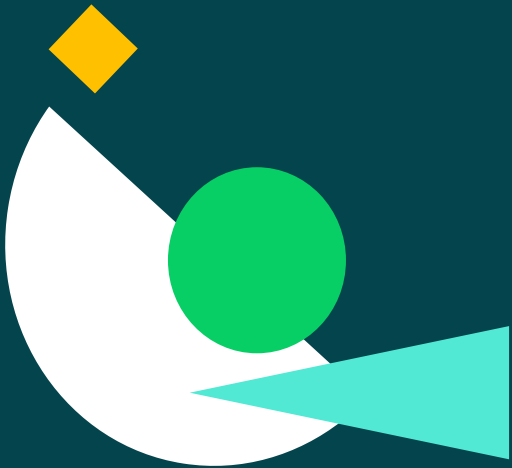


Campaign for Wrike Business Continuity Template

Emails & Ads

Lauren K Canada



Subject: How to maintain business continuity in a crisis

Pre-header: New COVID roadmap available



Hi <first name or there>,

With new issues surfacing every day, it's not easy to keep your business running and adjust to the constant changes. To help teams maintain operations in times of crisis, we created the COVID-19 Business Continuity Template.

[Start your free trial](#)

Wrike builds customizable, flexible project management templates for all kinds of work and workers. Our latest Business Continuity Template offers a roadmap to help you:

- Stay resilient and agile to change
- Identify at-risk projects visually
- Track remote employee availability and capacity
- Support staff communication and collaboration from anywhere

Explore the template on your own or reach out for a personalized demo to see exactly how Wrike can help your team succeed.

Best,
<Sales Rep>



Creative Brief

Email 1

Write an email to promote Wrike's Business Continuity Template

Audience 1: Cold, never heard of Wrike
CTA 1: Sign up for trial

Explanation

In the subject line and pre-header, I framed this email as valuable and as containing guiding information using "how to" and "roadmap". I also included "continuity" and "COVID" to quickly get across what the topic of the email is.

In the graphic header, I kept it aligned to the subject line and pre-header but added "your" to bring the human aspect in and create a connection with the reader early on.

In the body, I open with a relatable pain point for the audience to emphasize that we understand their challenges.

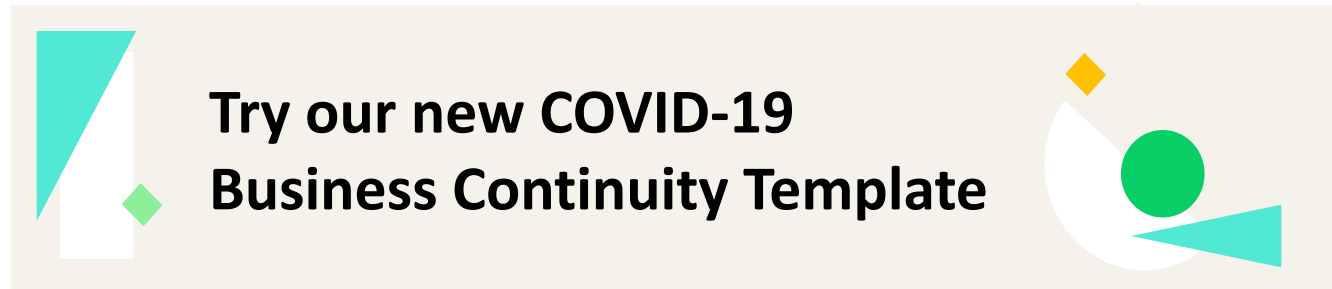
I wait to introduce Wrike until the second paragraph, since we want this to be about helping them solve their challenges first.

In the bullets, I dive into more benefits of the template. This demonstrates what the product can do for them, and it makes the email easy to skim.

In the conclusion, I end with the subtle option to contact Sales to drive them deeper and one final benefit they can leave with.

Subject: Ready to face the next set of COVID challenges?

Pre-header: New business continuity template available



Hi <first name or there>,

With new issues surfacing every day, it's not easy to keep your business running and adjust to the constant changes. To help teams maintain operations in times of crisis, we created the COVID-19 Business Continuity Template.

[Start your free trial](#)

Our latest template offers a roadmap to help you:

- Stay resilient to change
- Identify at-risk projects visually
- Track remote employee availability and capacity
- Support staff communication and collaboration from anywhere

Explore the template on your own or reach out for a personalized demo to see exactly how we can help your team stay agile.

Best,
<Sales Rep>



Creative Brief

Email 2

Write an email to promote Wrike's Business Continuity Template.

Audience 2: Prior unconverted trials of another template
CTA 2: Sign up for trial

Explanation

In the subject line and pre-header, I plainly announce the new template since they're already familiar with "templates" and Wrike. I also mention "COVID" to be topical and use a rhetorical question that adds a sense of urgency.

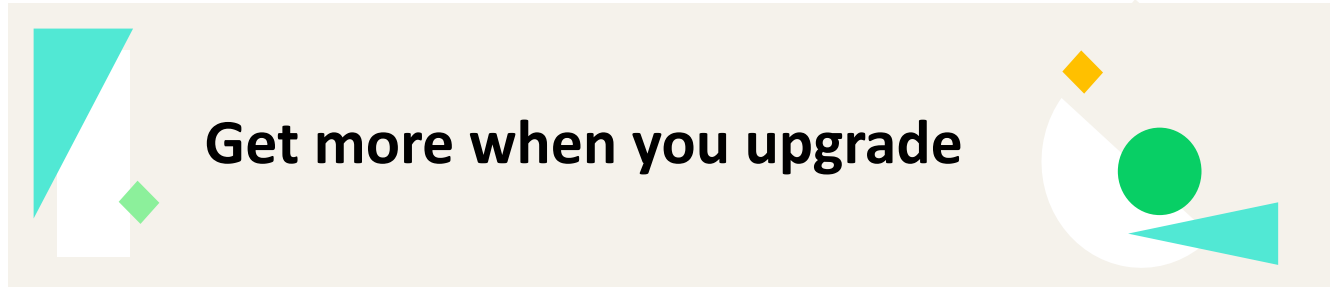
In the graphic header, I got straight to the point by taking a "what's new?" approach.

In the body, I start with the same pain points as in Email 1 since those still apply to this send list. I revised the second paragraph to remove the language that introduces Wrike since that's not necessary here. Instead, I jump right into listing the benefits of the new template.

In the conclusion, it's a slight variation of Email 1. I replaced "Wrike" with "we" to bring a more human connection and replaced "succeed" with "agile" to be more specific here.

Subject: Get more from your business continuity template

Pre-header: Ready to upgrade?



Hi <first name or there>,

You took the first step towards more resilient, agile business operations by starting the free trial of our COVID-19 Business Continuity Template. But there's still a lot more functionality you can add.

Take your template to the next level

[Upgrade now](#)

When you upgrade, you unlock more customization and more control with robust features like:

- Custom fields and workflows
- Shared real-time reports
- SAML 2.0 single sign-on
- 500 GB of storage space

With 3 different upgrading plans to choose from, you can find the one that meets your scale, security, and staff needs. Or reach out, and we'll build a custom plan just for you.

Best,
<Sales Rep>



Creative Brief

Email 3

Write an email to promote Wrike's Business Continuity Template.

Audience 3: Existing customers

CTA 3: Request a demo for an upgrade

Explanation

In the subject line and pre-header, I reference exactly what this email is about with "get more," "continuity," and "upgrade".

In the graphic header, I combined the subject line and pre-header messaging into a concise and direct headline.

In the body, I added a bolded statement above the button to really draw the reader's eye there first. In the opening paragraph, I celebrate the efforts they've already taken while also creating a FOMO sentiment.

In the bullets, I dive into the top features from the Business and Enterprise base plans to give a glimpse into what they are missing out on. At this point, they likely understand the software's benefits and they're more interested at the feature level.

In the conclusion, I let them know that the upgrade isn't one-size-fits-all. It's as flexible or as scalable as they need. Plus I mention the option to customize the plan, so they understand how adaptable Wrike can be.



Accompanying Social Posts:

Stay resilient to change and keep projects on track, with Wrike's #COVID19 Business Continuity Template >> [link](#)

Simplify collaboration and stay on track. Start your free trial of Wrike's #COVID19 Business Continuity Template today >> [link](#)

Support your team's flexibility and productivity with our new #COVID19 Business Continuity Template. Try it for free >> [link](#)

Mitigate risk while maintaining operations. Learn more about how you can ensure business continuity >> [link](#)

Creative Brief

Write ad copy for Fortune 500 PMOs to promote Wrike's Business Continuity Template

Explanation

My approach was to highlight what I saw as the product's strongest, high-level benefit in a creative way in the image copy and then build on that with additional benefits in the accompanying social posts. With so much uncertainty still lingering in the workforce and across industries, I took an angle of preparedness and resilience for whatever unknowns come next.

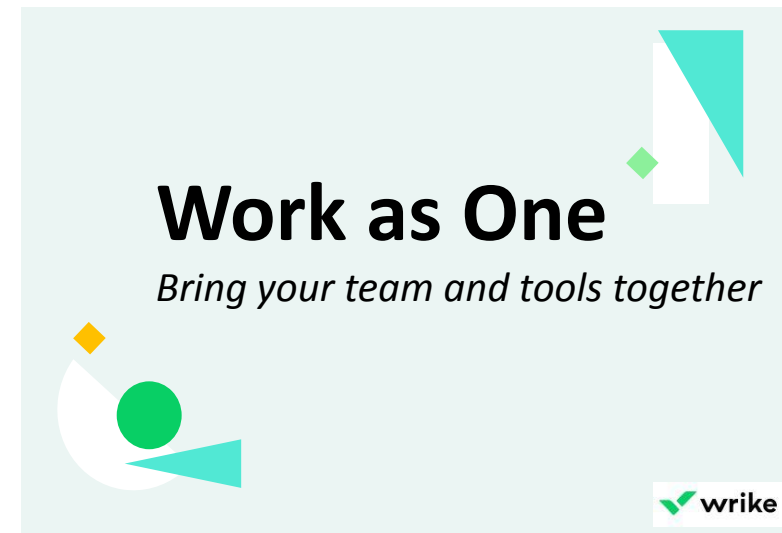
I stayed away from feature-driven language, so I could instead speak to the audience's immediate needs and what benefits they—as well as their employees—will gain from using the product.

I also teased the free trial in some instances to add a slight sense of urgency. Using “free” also emphasizes Wrike's desire to support the humans behind the business rather than gain a profit first.

These would not necessarily speak to the Business Continuity Template; instead, these could be used to promote other Wrike products and benefits.



No matter where your employees are, empower them to stay on track and stay productive.



Integrate the tools and workflows you already use with Wrike—so you have a single, collaborative control center.