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## TOPICS FOR YOUR AGENCY'S EVERGREEN EMAIL



### YOUR AGENCY

If your agency is awesome then brag about it. People like working with people not robots or big box corporations. So share you incredible company culture, big moments, and things that make your agency special.



1. Volunteer Service



2. Client Spotlights



3. Behind the Scenes



4. Major Milestones



5. Nominations & Awards



### LOCAL & NICHE

People love personalized emails so if you cater to a specific geographic location or niche then use that to your advantage. It will instantly add a personalized touch that the bigger agency's won't be able to compete with.

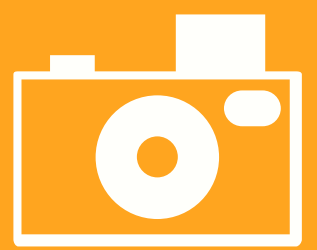


6. Local Events



7. Niche Conferences

8. Then and Now



9. Recommendations



10. Industry Predictions



### INFORMATIONAL

Emails are a great opportunity to deliver value and prove your expertise but nobody wants to read a bunch of technical jargon. So present it in fun and creative ways.

11. Advice Column



14. Do's and Don'ts



12. Interviews



15. Quizzes



13. Debunk Myths



16. Round Up



### FUN HOLIDAYS

Christmas, Black Friday, Cyber Week... Endless emails. Instead of sending out another email that will just get lost in the flurry pick different and more relevant holidays to celebrate. You can find ones specific to your niche or just enjoy the goofiness.



17. Fight Procrastination Day



19. World Emoji Day



21. Small Business Saturday

18. Self Improvement Month

20. Take Your Dog to Work Day

22. Get Organized Week