

# VitalPBX Partner: Email Copy Library

Subject lines and preheaders are the most important part of your email. If they don't work, the email doesn't get opened. Use these pre-written ideas for your campaigns.

## 1. Newsletter Subject Lines

- **Subject:** Is your phone system ready for 2025?
  - *Preheader:* Plus: How to set holiday hours in 5 minutes.
- **Subject:** 3 ways to lower your phone bill this month
  - *Preheader:* Hint: It starts with checking your "ghost" extensions.
- **Subject:** [Company News] We just got Certified! 🏆
  - *Preheader:* What this means for your support and pricing.
- **Subject:** Stop paying for "per-user" licenses
  - *Preheader:* There is a better way to pay for your PBX.

## 2. Product Announcement Subject Lines (New Features)

- **Subject:** Introducing: The new VitalPBX Mobile App 📱
  - *Preheader:* Take your office extension anywhere.
- **Subject:** Work from anywhere (for real this time)
  - *Preheader:* Download the VitalPBX Connect app for iOS and Android.
- **Subject:** New Feature: Live Call Center Dashboards
  - *Preheader:* See exactly what your support team is doing in real-time.
- **Subject:** Finally, a CRM integration that works
  - *Preheader:* Connect VitalPBX to Salesforce, Odoo, and more.

## 3. Lead Nurture Subject Lines (Follow-ups)

- **Subject:** Quick question about your phone system
  - *Preheader:* Are you happy with your current monthly bill?
- **Subject:** Thinking about [Company Name]?
  - *Preheader:* I ran some numbers for your team size.
- **Subject:** The math doesn't add up...
  - *Preheader:* Why pay for phones that no one uses?
- **Subject:** 15 minutes to save 30%?
  - *Preheader:* Let's review your current telecom contract.

## Best Practices for Sending

1. **Keep it Short:** People scan emails. Get to the point.
2. **One Goal:** Each email should have ONE clear Call to Action (e.g., "Book a Demo" or

"Read the Blog"). Don't ask them to do 5 different things.

3. **Personalize:** Always use the {First Name} variable in your subject line or body text if your tool supports it.