



cinch

TIME IS OF THE ESSENCE

2024 TEMPLATE KIT

*Harness Our 3 Best-Performing Campaigns with Free
Text, Email, and Direct Mail Templates*

How to Use These Templates

The three templates included in this kit give you the messaging you need to start engaging with customers right away. This kit provides copy and helpful strategy tips—but ensuring an on-brand visual experience for your customers is just as important.

Consider adding your logo to the templates to reinforce your brand identity and make your communications visually appealing. The Branded Examples section will provide the inspiration you need to get started.



TIPS AND STATS

Each template starts with a helpful Tips and Stats page with best-practice pointers and insightful data.

COPY AND PASTE

Easily copy the templated messaging and then paste it right into your marketing assets on this page.

BRANDED EXAMPLES

Get inspired by fictional examples of what our messaging could look like in a branded campaign.

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Introduction

You know it, I know it—digital marketers are juggling a million things at once, and creating new campaigns often feels like a luxury you just can't afford. Between brainstorming ideas, analyzing data, and keeping up with the latest trends, who has the time to craft each campaign from scratch?

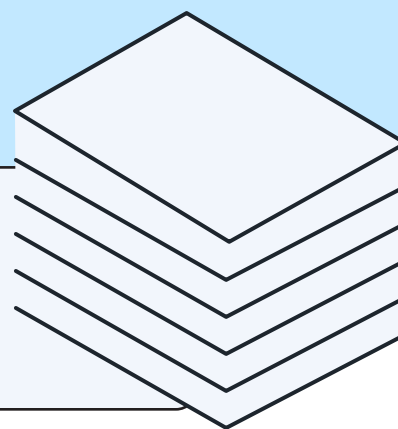
This is where our templates come in! Designed with busy schedules in mind, these templates help you whip up engaging campaigns, allowing you to focus on what truly matters: connecting with your audience and driving results. In a landscape where time is of the essence, why not take a shortcut that's proven to work?

Marketing Is About Building Relationships

At Cinch, our proven customer journeys are sent to millions of customers every month, helping businesses like yours make lasting connections.

These three free templates include welcome messages, review requests, and review responses that span text, email, and direct mail.

Why? Because omnichannel journeys lead to better results. If you're ready to take your customer engagement to the next level, keep reading.



Kick Off Customer Conversations with

3 Free Templates

1

CAMPAIGN TEMPLATE NO. 1

FIRST IMPRESSIONS

In the world of digital marketing, first impressions are everything. The stakes are high, and your customers' first interaction with your brand sets the tone for their future relationship with your company. When a customer joins your text club, email newsletter, or mailing list, it's an opportunity to kickstart a life-long relationship. This template will show you how to introduce your brand and get your customers engaged.

2

CAMPAIGN TEMPLATE NO. 2

REVIEW REQUEST

Requesting customer reviews is crucial, not just for enhancing your brand's reputation, but also for building trust with potential customers. When you actively ask for feedback, it shows that you value your customers' opinions and are committed to improving their experience. Plus, positive reviews can serve as powerful social proof, encouraging others to take the plunge and engage with your business. In today's digital world, every review counts, so this template is a game changer.

3

CAMPAIGN TEMPLATE NO. 3

REVIEW RESPONSES

Customer reviews can make or break your business. But here's the thing—responding to these reviews isn't just a nice-to-have; it's an expectation. That's where this template comes in. Now, managing and responding to customer reviews is a breeze, allowing you to stay on top of reputation management without breaking a sweat.

Let's dive in!

FIRST IMPRESSIONS

TIPS AND STATS

Welcome to the [Your Company Name Here] Text Club! 🍷

We're glad you're here. To say thank you, we're throwing in 15% off your next service with code NEWBIE.

[Link to your scheduling page here]

Questions? A real human checks this chat, so send any questions you have our way!

[Attach your company contact card here]

P.S. Here's our contact info, just in case.

Don't shy away from images or GIFs if they feel right for your brand.

Emojis are in!

The message wording should feel real and authentic.

Make it easy for them to take advantage of your discount code with a quick link to your booking page.

With Cinch, two-way texting lets customers ask you direct questions.

Include your contact card so customers can easily recognize your future messages.

Numbers to Know

The average person checks their smartphone 96 times per day*

The average text message open rate is 99%!

The average response rate is 45%*

Texts with an image have a 52% better click-through rate**

*Postscript **SimpleTexting

When Should I Send This Message?

Send a welcome message immediately after someone signs up for your text club. This will help you keep the momentum going.

Personalize the subject line with the subscriber's first name.

Use a high-quality product or service image.

Keep the message short and sweet.

Make it easy for them to take advantage of your discount code with a quick link to your booking page.

Numbers to Know

8 out of 10 customers expect welcome emails after subscribing*

Welcome emails have a 4x higher open rate than standard emails**

Including an offer can boost revenue by 30% per email**

*Omnisend **GetResponse

New Message

Welcome to [Your Company Name Here], [Customer's First Name Here]

Hey! We're glad you're here. And thanks for supporting [Company Name], it means a lot to our team.

We work hard to make sure our emails give you the value you expect from [Company Name]. Now you'll be the first to hear about exciting things happening with our company like upcoming sales, new products or services, and exclusive promotions.

Welcome!

P.S. Use code NEWBIE for 15% off your next service.

When Should I Send This Message?

Send the welcome email within 24 hours for a higher open rate.

Get 15% off your next service.

[Customer First Name Here], thanks for stopping by. To say thanks, we're giving you 15% off your next service.

Scan the code to get scheduled today.

Use code NEWBIE

[Your Company Website Here]
[Business Phone Number]
Business Physical Address]



Keep the offer front and center.

The image should showcase your product or service.

Use trackable QR codes linked to your scheduling page.

Cinch keeps your database clean, so mailers are delivered to customers' correct addresses.

Numbers to Know

56% of people feel print ads are the most trustworthy form of marketing.*

64% of consumers take action due to direct mail**

Nearly 40% of customers will scan a QR code on direct mail**

*MailShark **Porch Group Media

When Should I Send This Message?

Make new customers feel appreciated when you send a mailer right after their first purchase.

Make sure you're collecting mailing addresses during the checkout stage.

FIRST IMPRESSIONS

COPY AND PASTE

Text Message

Welcome to the [Your Company Name Here] Text Club!

We're glad you're here. To say thank you, we're throwing in 15% off your next service with code NEWBIE.

[Link to your scheduling page here]

Questions? A real human checks this chat, so send any questions you have our way!

[Attach your company contact card here]

P.S. Here's our contact info, just in case.

Email Message

Subject Line: Welcome to [Your Company Name Here], [Customer's First Name Here]

Thanks for Signing Up

Use code NEWBIE for 15% off your next service.

Hey! We're glad you're here. And thanks for supporting [Company Name], it means a lot to our team.

We work hard to make sure our emails give you the value you expect from [Company Name]. Now you'll be the first to hear about exciting things happening with our company like upcoming sales, new products or services, and exclusive promotions.

Welcome!

P.S. Use code NEWBIE for 15% off your next service.

Direct Mail Message

Get 15% off your next service.

[Customer First Name Here], thanks for stopping by. To say thanks, we're giving you 15% off your next service.

Scan the code to get scheduled today.

Use code NEWBIE

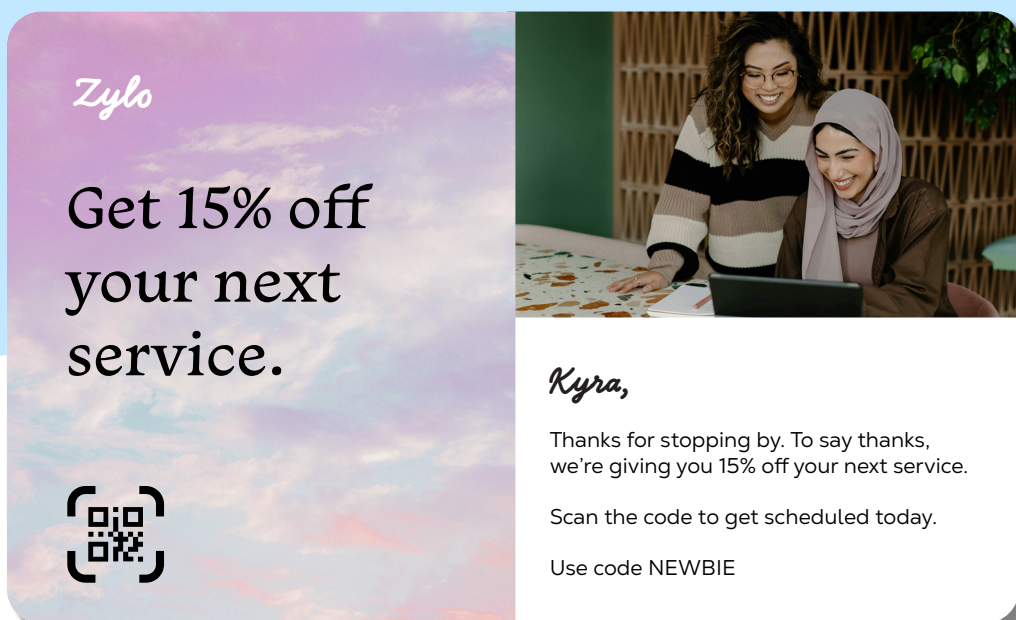
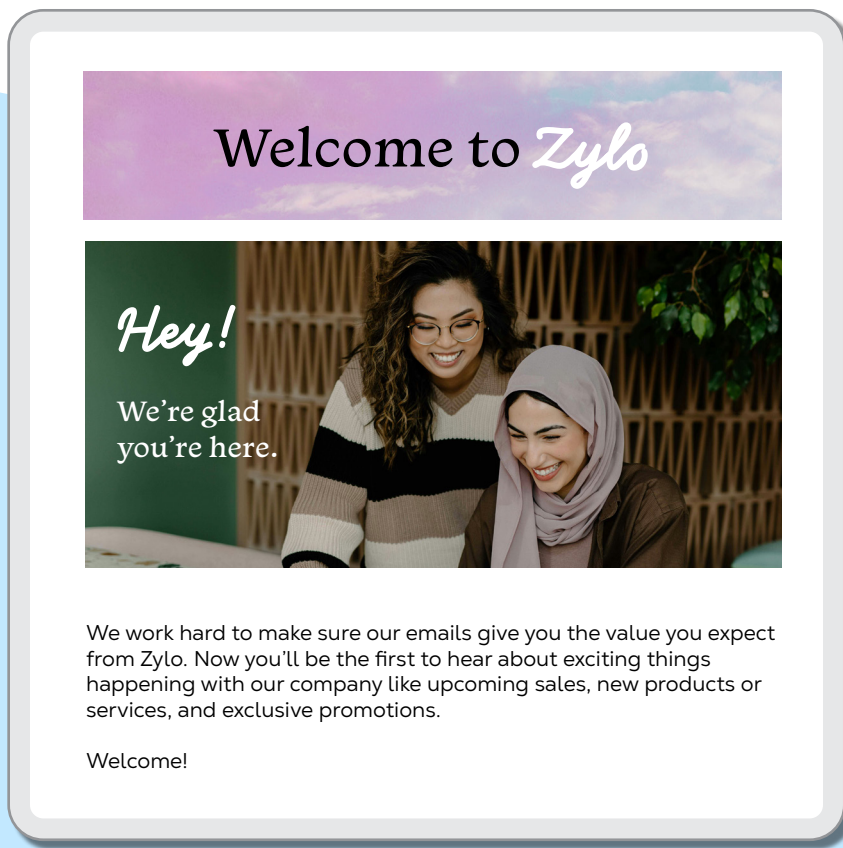
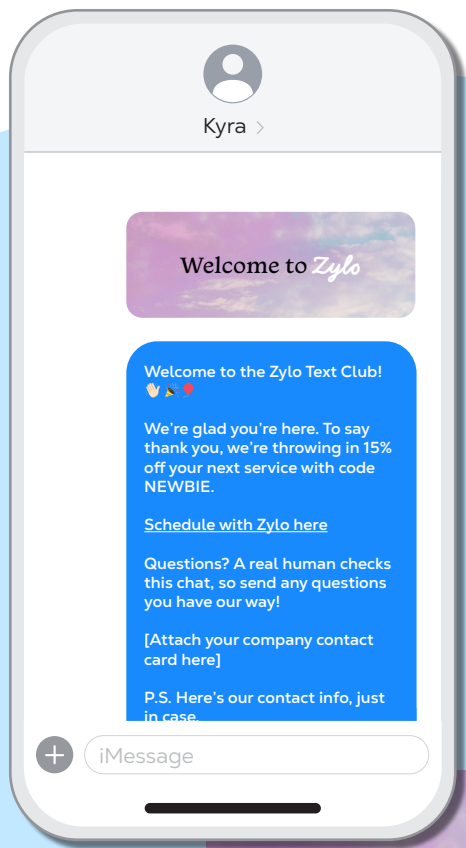
[Your Company Website Here]

[Business Phone Number]

[Business Physical Address]

FIRST IMPRESSIONS

BRANDED EXAMPLES



REVIEW REQUESTS

TIPS AND STATS

Hi [Customer First Name], it was great seeing you!

Leave us a quick review and let us know how we did.

[Insert the link to your review platform here]

Personalize the text by using the customer's name.

Keep this request short and sweet with a positive tone.

Don't demand a 5-star review, nobody likes that.

Make it easy for them to leave a review with a link to your review platform.

Numbers to Know

19% of people will leave a review every time they are asked*

26% of people will leave a review more than half the time*

Only 12% of people won't leave a review ever*

*Postscript **SimpleTexting

When Should I Send This Message?

Send a review request within an hour of a transaction. Ideally, send messages during social hours (9 a.m. – 9 p.m.).

Personalize the subject line with the subscriber's first name.

Most people read emails on mobile, so a short subject line is best (30-50 characters)

Lean into storytelling and rich content in emails

Most review platforms prohibit review incentivization, so think twice before offering anything for a positive review.

Numbers to Know

32% of consumers say they are more likely to respond to review requests via email*

Campaigns using both text and email marketing are 429% more likely to lead to a sale**

*Brightlocal **Omnisend

New Message

[Customer's First Name Here], Share Your [Service Name] Experience!

Did You Love Your [Service Name]? Rate Us!

Hey, [Customer First Name]. We loved seeing you at your recent [Service Name] appointment. We're dying to know how the experience went for you.

Leave your review here.

Our service team is eager to make improvements wherever possible, so your feedback is incredibly helpful. Thank you in advance!

When Should I Send This Message?

Send the review request email no later than three days after the transaction. You want customers to have formed an opinion on their experience before you request the review.

How Was Your [Service Name] at [Business Name]?

Hey, [Customer First Name]. We loved seeing you at your recent [Service Name] appointment.

Was your experience worthy of 5 stars or just 1?

Thank you in advance for sharing your feedback. Our service team is eager to make improvements wherever possible.

Scan the QR code to leave us a review.

[Your Company Website Here]
[Business Phone Number]
Business Physical Address



Keep the review request front and center.

The image should showcase your product or service.

Link to your review platform—or several.

Numbers to Know

Remember, personalization is important for mailers, too. 51% of Gen Zers and 53% of Millennials prefer direct mail that's personalized.*

*Business.com

When Should I Send This Message?

If you are a product business, wait one to two weeks before sending a postcard or mailer. This helps the customer experience your product fully before leaving a review. If you are in the service industry, send a review request mailer right after the service visit.

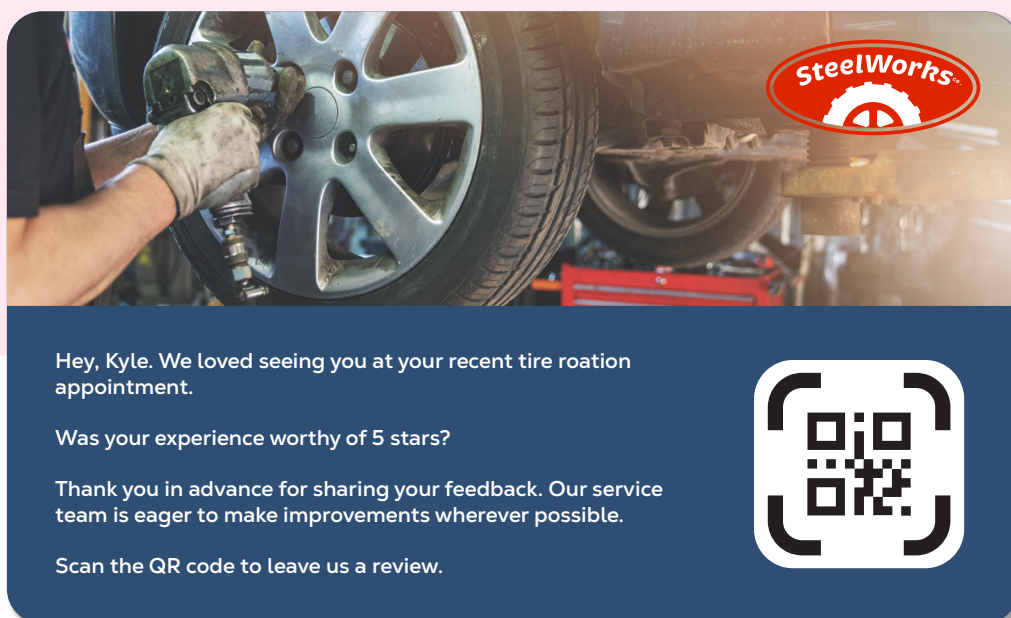
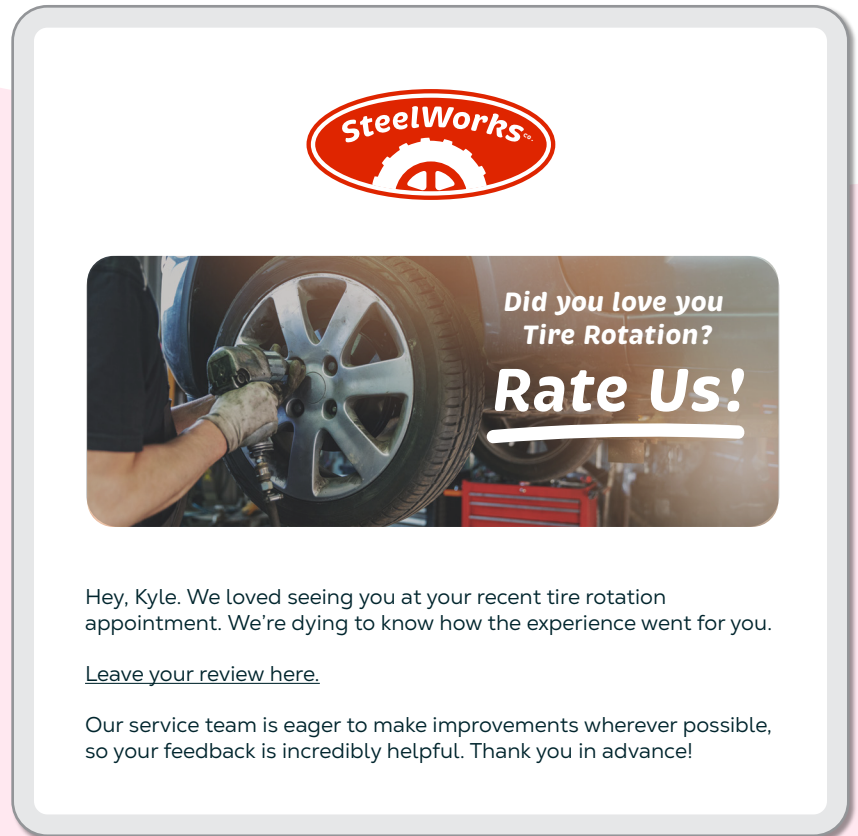
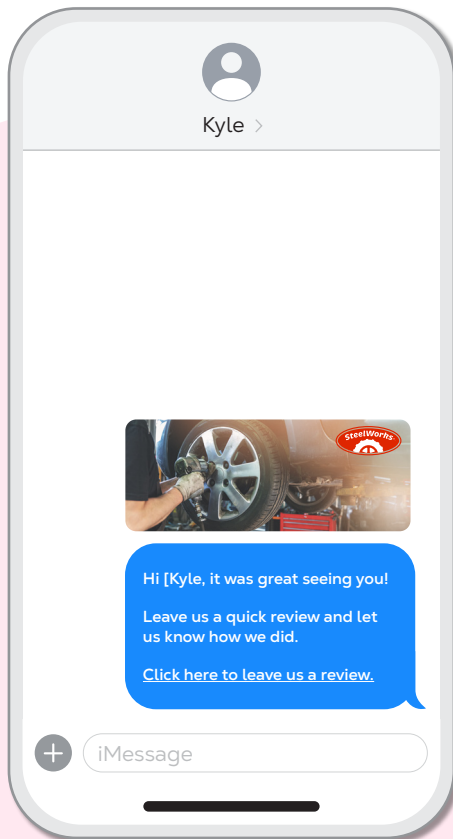
REVIEW REQUESTS

COPY AND PASTE

Text Message	Hi [Customer First Name], it was great seeing you! Leave us a quick review and let us know how we did. [Insert the link to your review platform here]
Email Message	Subject Line: [Customer's First Name Here], Share Your [Service Name] Experience! Did You Love Your [Service Name]? Rate Us! Hey, [Customer First Name]. We loved seeing you at your recent [Service Name] appointment. We're dying to know how the experience went for you. Leave your review here. Our service team is eager to make improvements wherever possible, so your feedback is incredibly helpful. Thank you in advance!
Direct Mail Message	How Was Your [Service Name] at [Business Name]? Hey, [Customer First Name]. We loved seeing you at your recent [Service Name] appointment. Was your experience worthy of 5 stars? Thank you in advance for sharing your feedback. Our service team is eager to make improvements wherever possible. Scan the QR code to leave us a review. [Your Company Website Here] [Business Phone Number] [Business Physical Address]

REVIEW REQUESTS

BRANDED EXAMPLES



REVIEW RESPONSES

TIPS AND STATS

Positive Review Responses



Thank you for your 5-star review, [Customer First Name]. We appreciate your business!

Hey, [Customer First Name]. We're thrilled to hear you loved your [Service Name]. Thanks for being part of our [Company Name] family!

Wow! Thanks for the love, [Customer First Name]! We can't wait to serve you again!

Reference their star rating in your response.

Have an empathetic tone when addressing issues.

Include your customer service contact info when needed.

With Cinch, you can automate up to 50 review responses across star ratings and then build automated notifications so your team can address issues promptly.

Neutral Review Responses



Thanks for sharing your honest feedback with us, [Customer Name]. We always strive to improve!

Hi [Customer Name]. We appreciate knowing what stood out to you and what didn't. Your insights are super helpful for us moving forward.

Thanks for sharing your thoughts. We aim to offer even better service moving forward. Let us know what we can do to make it happen: [Customer Service Phone Number].

Numbers to Know

88% of consumers would use a business that replies to all of its reviews.

Only 47% of consumers would use a business that doesn't respond to reviews at all.*

*Brightlocal

Negative Review Responses



Oh, no! We apologize for your less than stellar experience. We'd love to learn more and help get it resolved. Contact us at [Customer Service Phone Number]!

Hi [Customer Name], we're really sorry to hear that your experience was disappointing. That's not the impression we want to leave. We'd love to investigate this further. Contact us at [Customer Service Phone Number]!

Hey [Customer Name]! We're sad to hear that you're feeling this way. Your experience matters to us, and we'd really appreciate any feedback you have for us to improve. Contact us at [Customer Service Phone Number]!

When Should I Send This Message?

Reply to new reviews within 24 hours to show customers you care about their feedback.

REVIEW RESPONSES

COPY AND PASTE

Positive Review Responses (5 Stars)

Thank you for your 5-star review, [Customer First Name]. We appreciate your business!

Hey, [Customer First Name]. We're thrilled to hear you loved your [Service Name]. Thanks for being part of our [Company Name] family!

Wow! Thanks for the love, [Customer First Name]! We can't wait to serve you again!

Neutral Reviews (3 and 4 Stars)

Thanks for sharing your honest feedback with us, [Customer Name]. We always strive to improve!

Hi [Customer Name]. We appreciate knowing what stood out to you and what didn't. Your insights are super helpful for us moving forward.

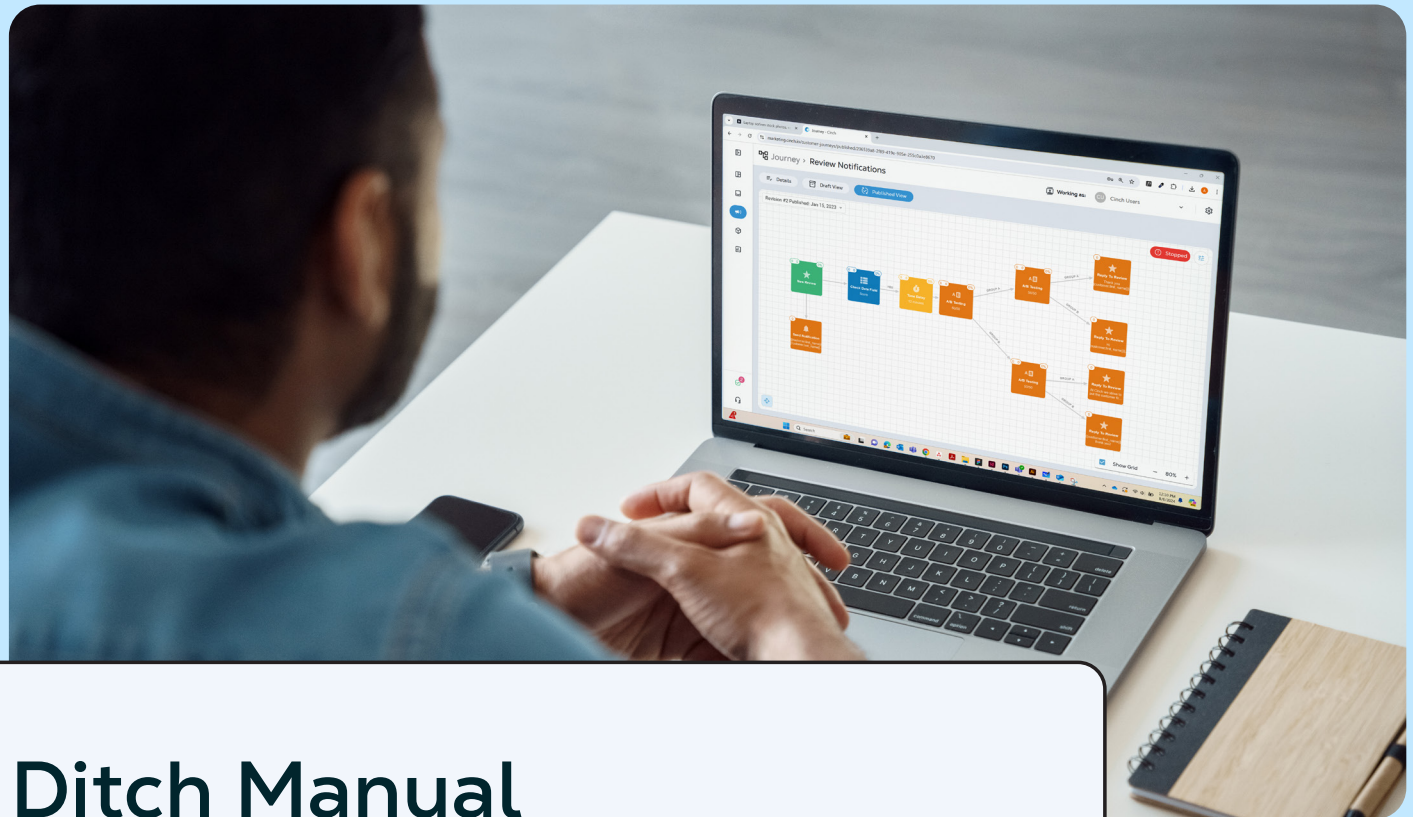
Thanks for sharing your thoughts. We aim to offer even better service moving forward. Let us know what we can do to make it happen: [Customer Service Phone Number].

Negative Reviews (1 and 2 Stars)

Oh, no! We apologize for your less than stellar experience. We'd love to learn more and help get it resolved. Contact us at [Customer Service Phone Number]!

Hi [Customer Name], we're really sorry to hear that your experience was disappointing. That's not the impression we want to leave. We'd love to investigate this further. Contact us at [Customer Service Phone Number]!

Hey [Customer Name]! We're sad to hear that you're feeling this way. Your experience matters to us, and we'd really appreciate any feedback you have for us to improve. Contact us at [Customer Service Phone Number]!



Ditch Manual Management, It's Time to Automate with Cinch

We hope these templates are helpful as you begin nurturing customer relationships. But why manually send marketing campaigns when you can do it automatically?

With Cinch, you have access to a marketing automation platform designed to make your life easier. Featuring dozens of built-in templates for text messages, emails, and direct mail, you can create and send campaigns in seconds.

Marketing isn't just about reaching out; it's about building and nurturing relationships. Our three best-performing campaigns—First Impressions, Review Requests, and Review Responses—are crafted to help you make meaningful connections with your customers. These templates are not only time-savers but also proven to drive results.

Take the hassle out of campaign creation and focus on what truly matters—connecting with your audience. Start automating your campaigns now and see the difference it makes.

Ready to revolutionize your marketing efforts? Book a demo with our team to get started.

[Let's Connect >](#)