

# Email Cadence

**Name:** PAYG Push to New Contacts

*(\*include cities such as Boston, Dallas-Ft Worth, Madison, Austin, Philadelphia, Indianapolis, Bethesda, etc.*

*\* List primarily includes those in states with the highest labor force in Public Relations: Virginia, Wisconsin, California, New York, Minnesota, etc.)*

**Target:** 1000 logos – sized 500 – 1000 employees

**Number of steps:** 3 (with A/B test split on third)

**Persona(s):** Middle management and supervisory roles

**Email 1: [Main Message: “The problem and what we do to solve it”]**

**Subject:** Stop digging in databases. That’s so 2022...

**Body:**

**No PR person wants to live in a reporter database.**

*So, why is so much of our time spent there?*

Database digging and other spray-and-pray pitch tactics at best offer dismal success rates. At worst, they can be downright frustrating, time-consuming, and alienate existing or potential media relationships.

The good news?

In 2023, AI and data-driven solutions are leveling the playing field and providing a new, more bespoke path for public relation's future — one that prioritizes and promotes human communication. With PRophet’s innovative platform, built by and for PR professionals, you can better reach the right journalists in less time and through a more targeted, relevant approach.

Interested in seeing how AI can increase earned media placements by over 100%?

Try our no-hassle monthly plan to see for yourself now!

– Team PRophet

**Footer CTA:**

“Have questions? Let’s schedule time to chat instead and get them answered.”

[SCHEDULE HERE]

**Email 2: [Main Message: ‘Here’s how AI is the answer to saving time and sanity”]**

**Subject (A/B Test):**

Subject Line A. [First Name], how much time is wasted on pitching?

Subject Line B. [First Name], got pitch burnout?

**Body:**

Hey [First Name],

Burnout in PR and marketing is real, at all levels, regardless of whether you’re an agency or an in-house media team. Each day it seems we’re asked to do more with less, and with even less time to do it all.

So, why are we still relying on gut instincts and large database lists?

PRophet’s AI-driven platform can help test, predict, and perfect media pitches so you can replace guessing with knowing and instinct with data instead of relying on spray-and-pray PR tactics and hours of database filters. Our award-winning solution helps identify the right reporters to pitch, surfaces new opportunities, improves your hit rate, manages executive expectations, and frees you and your team to pursue higher-value tasks.

– Team PRophet

**Footer CTA:**

**Try it out!**

With our hassle-free, obligation-free monthly billing, for just \$299/mo you can see for yourself how you could be cutting your pitch time in half (and landing more relevant media placements)!

**Email 3A: [Main Message to Opens/Clicks: “Let’s discuss how PRophet can help”]**

**Subject:** [First Name], Stop Getting Pitch Slapped. Let’s talk!

**Body:**

Hi [First Name],

A recent article by INC. found that journalists only responded to an average of 3% of the pitches they received and, most of the time, it’s simply because the wrong journalist is being pitched. Countless industries already reap the benefits AI can provide to improve how they do business, so why not public relations?

PRophet's AI can help you identify the right reporters to pitch, surface new opportunities, improve your hit rate, manage executive expectations, and free yourself and your team to pursue higher-value tasks. So stop digging in databases hoping to find the right reporters.

We’re already working with many high-profile clients in your industry and we’re delivering some amazing results [*Link to Case Study*]:

*“PRophet helped us uncover additional journalists who we had not engaged with previously, leading to an overall placement increase of over 30%.”*

*IRONMAN - Dan Berglund, Vice President of Global Communications*

I’d love to schedule a brief call to show you the software, if you're interested.

**Footer CTA:**

To book a 15-minute call, please use this link to my calendar:  
**BOOK YOUR DEMO HERE.**

### **Email 3B: [Main Message To ‘No Opens’: “Are you confident in your pitch?”]**

**Subject:** (Pitch) Rejection hurts. Got higher hopes for [Company Name] in 2023?

**Body:**

Ouch! A recent article by INC. found that journalists only responded to an average of 3% of the pitches they received and, most of the time, it's simply because the wrong journalist is being pitched.

How is [Company Name]'s success rate?

Finding the right reporters and pitching should be the easiest part of your job. So stop dreading the dig.

For just \$299 a month, with PRophet you can:

- Predict media interest before a story is pitched
- Surface new media opportunities
- Access more than 100,000+ verified journalists
- Improve results and placements by over 100%
- Don't love it? No worries, cancel at any time.

– Team PRophet

**Footer CTA:**

Have questions or want to discuss PRophet for your whole team?

Book an enterprise demo today and let's plan how AI can sharpen your PR game in 2023!