The below is suggested copy for your initial email outreach to your customers, promoting your Surface Modern Workshop.

Template:

Hi [Customer First Name],

I hope you’re doing well and [Insert relevant commentary].

I’m reaching out to personally invite you to our upcoming event we’re hosting in partnership with Microsoft. [Insert commentary on your awareness of customer’s recent sentiment toward modern solutions and services.]

The goal of this online event is to show you how Surface and Microsoft 365 address common technology challenges, and how we at [Partner company name] can partner with you to make this as seamless as possible. I’ve **attached** [attach the customer-facing marketing handout] more information on what will be covered so you can share this internally with your colleagues [or insert specific contacts].

We’re holding the event on [Date] from [Time-Time] and would love to see you there. Here’s a direct link to register: [Registration Link].

[Insert additional details unique to your event]

Let me know if you have any questions, and I’ll keep an eye out for your name on the registration list!

[Insert signature]

Example:

Hi Michael,

I hope you’re doing well and enjoying the summer weather! Our family has been trying to get outdoors as much as we can right now. I know the last time we spoke, you had a vacation coming up – how’d that go?

I’m reaching out to personally invite you to our upcoming event we’re hosting in partnership with Microsoft. I know you’ve been considering a shift to Windows Autopilot for some time, but are continuing to test and shop around.

The goal of this online event is to show you how Surface and Microsoft 365 address common technology challenges, and how we at Contoso can partner with you to make this as seamless as possible. I’ve **attached** more information on what will be covered so you can share this internally with Elizabeth, Steve, and others.

We’re holding the event on October 6th from 1:00pm – 4:00pm PDT and would love to see you there. Here’s a direct link to register: [registration link].

The first 5 registrants who attend the event will receive a pair of the new Surface Earbuds, and we’ll also have giveaways throughout the session. You’ll hear from myself and others at Contoso, have the chance for live Q&A, and even receive a recording so you can reference it later.

Let me know if you have any questions, and I’ll keep an eye out for your name on the registration list!

Mary Contoso

Sales Solutions Specialist

Contoso Corporation