

INITIAL EMAIL

(Sent immediately when added to SuperZoo Contacts)

Subject: Great meeting you at SuperZoo! 🐾🐾

Hi [First Name],

SuperZoo was absolutely fantastic, and it was such a pleasure meeting you at our booth! The conversations we had with over 50 pet food brands really highlighted the industry's need for packaging that stands out and stays sustainable.

As promised, I wanted to follow up on how we can help [Company Name] with:

- ✅ Packaging that stands out on crowded shelves
- ✅ Sustainable options that don't compromise performance
- ✅ A supplier who truly understands pet food packaging requirements

Whether you're looking to refresh existing packaging or launch something new, we'd love to continue our conversation.

[CALENDAR LINK PLACEHOLDER] - Grab a 15-minute slot that works for you this week.

Best regards,
[Your Name]
Packaging Options USA

FOLLOW-UP EMAIL 1 (For Engaged Recipients)

Subject: Thanks for Your Interest! Let's Talk Packaging 📞

Hi [First Name],

I noticed you checked out our follow-up email - thanks for staying engaged after SuperZoo! Since you're clearly interested in exploring packaging options, let's cut to the chase. I'd love to have a focused conversation about [Company Name]'s specific packaging needs and show you exactly how we can help.

What we'll cover in 20 minutes:

- Your current packaging challenges
- Sustainable solutions that fit your brand
- Custom design possibilities

- Timeline and next steps

[CALENDAR LINK PLACEHOLDER] - Pick a time that works best for you.

Looking forward to diving deeper into your packaging goals!

Best,
[Your Name]
Packaging Options USA

FOLLOW-UP EMAIL 2 (For Non-Engaged Recipients)
(YES branch - they haven't clicked after wait period)

Subject: Your Packaging Deserves the Spotlight 🌟

Hi [First Name],

I know you're probably catching up after SuperZoo, but I didn't want our great conversation to get lost in the shuffle.

When we chatted at booth 10364, you mentioned [specific packaging challenge]. This resonated with us because we see many pet food brands struggling with:

- ✗ Packaging that gets lost on busy retail shelves
- ✗ Limited sustainable options that still perform well
- ✗ Suppliers who don't understand pet food's unique needs

Our clients consistently see increased shelf visibility and successful sustainable transitions without compromising quality.

I'd love to show you specific examples of how we've helped brands similar to [Company Name].

[CALENDAR LINK PLACEHOLDER] - Book a quick 15-minute call this week.

Best,
[Your Name]

FOLLOW-UP EMAIL 3 (For Recipients Who Haven't Scheduled a Call)
(Continues the non-engaged sequence)

Subject: Still Thinking About Packaging? Let's Make It Easy 💡

Hi [First Name],

Sometimes the best way to see if we're a good fit is to start with something tangible. How about this: Would you like custom sample packaging tailored specifically to [Company Name]'s products? No strings attached - just a chance to see and feel the quality difference our sustainable materials and custom printing make.

We can address the specific challenges you mentioned:

- Better shelf presence
- More sustainable materials
- Improved functionality
- Cost optimization

Takes 1-2 weeks to create samples, zero obligation to move forward.

Interested? **[CALENDAR LINK PLACEHOLDER]** to discuss, or just reply with your mailing address.

Looking forward to hearing from you!

[Your Name]

Packaging Options USA

FOLLOW-UP EMAIL 4 (For Recipients Who Scheduled a Call but Haven't Committed)
(For those who had a call but need more nurturing)

Subject: Let's Finalize Your Packaging Plan! 

Hi [First Name],

It was great talking with you about [Company Name]'s packaging needs! I hope the information we discussed was helpful in your decision-making process.

I know choosing the right packaging partner is a big decision, especially when considering factors like sustainability, cost, and design flexibility.

As we discussed, here's what we can deliver:

Your Custom Solution:

- Sustainable materials that align with your brand values
- Eye-catching designs that increase shelf visibility
- Cost-effective pricing that fits your budget

- Fast turnaround times for both samples and production

The brands that move forward with us consistently tell us they wish they had made the switch sooner because of the positive impact on sales and brand perception.

Ready to take the next step? **[CALENDAR LINK PLACEHOLDER]** to finalize details, or just reply with any questions.

Looking forward to partnering with you!

[Your Name]
Packaging Options USA