

B2B Campaign

Initial email

Subject: Helping low-income students succeed in college

Hi #Name#,

I noticed you're sharing some helpful information for low income students on your site and I wondered if you're open to a suggested extra resource. We have a guide that I'm sure would make a fantastic addition and I'd love to make it available to your community. You can see it here:

[\[Link and guide removed\]](#)

This is a comprehensive guide about how to afford higher education as a low income student. It starts by looking at how 'low-income' is determined and why this is important for college and for accessing student financial aid. There's a helpful list of the 50 best colleges for low-income students, rated according to our strict criteria. Importantly, each of these colleges offers online programs which can be a great option for low income students. We've also included valuable insights from our expert contributor on this project. She discusses the challenges these students face, and offers advice and resources to help overcome them. She also outlines her 5 top tips for success, which I'm sure many will find encouraging.

Our goal right now is to help prepare students for the upcoming semester as they begin enrolling in colleges and universities. Are you able to help by including our guide on your site? In doing so, we can reach more low-income students with this potentially life-changing information. I thought it would fit well on this page (#SourceURL#), but you may have a better suggestion. Please let me know what you think.

Thanks,

ENDS

Follow-up 1

Subject: Helping low-income students succeed in college

Hi #Name#,

I hope you're having a good day. I just wanted to check in quickly to ask if you have any feedback following my recent email. In case you missed that message, I'll copy it below for you. Please let me know if I can help in any way. Hope to hear from you soon.

Best,

ENDS

Follow-up 2

Subject: Helping low-income students succeed in college

Hi #Name#,

I hope you're having a nice week. You should have received a couple of emails from me recently about a guide that I'd love to share with your community. I haven't heard back from you, so I wanted to reach out one last time to ask if you plan to include our guide on your resources page: #SourceURL#

The upcoming semester is fast approaching, and we're committed to helping low-income students prepare for college enrollment. I'd be very grateful for your help in sharing our guide. If you have any questions, or if there's someone else I should contact with this enquiry, please let me know. I hope to hear from you soon.

[Link and guide removed]

Thanks,

ENDS