

Email Campaign 2025

Email 1: “😊 Here’s a free 14 minute guide to setting up your CRM”

Preheader Line: Setup Zoho faster with tips from 20 years in the game

Hello,

Do you want to save time on your Zoho CRM setup?

We’ve been tasked by Zoho to help you. For context, we’re an official UK Zoho partner and we’ve spent the last 20 years helping companies like yours design, automate, and align CRM to businesses across the UK.

To get you started, here’s a [zero-pressure guide](#) on setting up your CRM with Zoho.

Inside, you’ll get:

- A simple roadmap for setting up your CRM
- Real examples from our 20 years of experience
- Quick wins to save you hours of Googling

Any questions, let me know!

Cheers,

Graeme Forrest

CRM Expert at Caldere

Email 2: “Zoom meeting invitation - free 30 minute consultation”

Preheader Line: Your Zoho setup doesn't have to be this confusing

Hi again,

Right now you're most likely overwhelmed from juggling your workload and Zoho setup, so we're going to help you save time with a **free 30-minute consultation call**.

This consultation is about **your needs**, not our intentions. For example, you can use it for:

- A walk-through of Zoho CRM
- Questions you've had trouble Googling
- Help with setup, tweaks, or training

If interested, click below to book a session.

[Book Free Session]

Best,

Graeme Forrest

CRM Expert at Caldere

Email 3: “Are you ditching Zoho CRM? Here's a free CRM comparison toolkit”

Preheader Line: Your last CRM gift from us (and it's a good one)

Hello,

I'm writing to say this is the last email you'll get from us!

We suspect you've given up on Zoho CRM or you've figured out how to DIY your own CRM setup (if true, nice one! 🍷)

Now, if there was something you didn't like about Zoho CRM and you're back to square one, we're giving away a **free CRM comparison toolkit**.

This toolkit maps out which CRM is the best for your needs so you don't have to go back to square one again.

Reply to this email and I'll send the toolkit right now, no strings attached.

Thanks for reading and see you again soon!

Graeme Forrest

CRM Expert at Caldere

CRM Evaluation Toolkit Blurb

Dear [Name],

Because you're evaluating 12 vendors right now, I'm sending over a CRM evaluation spreadsheet. It will help you prioritise based on the strengths and weaknesses of each vendor.

For example, which vendor has the better sales pipeline? Which vendor has the best marketing automation?

This CRM evaluation spreadsheet helped our clients narrow down their choices, without getting lost in feature overload.

Let me know, is this what you've been looking for?

Best of luck,

Graeme Forrest

Graeme's Introduction Email

Subject: Quick Question About Your CRM

Hi [First Name],

I'll keep this short.

My name's Graeme Forrest from Caldere. I got your email from____.

We work with businesses to implement smart automation, better customer experiences, and strategies that outbeat competitors.

And we do it by upgrading their Customer Relationship Management software.

Is this something you or a colleague are reviewing soon? If so, let's have a quick chat.

I'll be in touch in the next couple of weeks, but if you'd like to pick a time that suits you, just reply to this email.

Best,

[Your Name]

Manufacturing Emails

Subject: Built in Britain and Driven by Purpose.

Preheader: UK manufacturing has a new factory floor...

Hi [First Name],

At Caldere, we've been working closely with UK manufacturers who are quietly modernising how they run.

They're using smarter sales processes, better customer tracking, or just cutting out the admin that clogs up production.

What we've seen is clear: those who evolve their systems now are outpacing those still relying on old spreadsheets and outdated CRMs.

We're proud to be working with British firms that are building the future, not just reacting to it.

If that sounds like where you're heading (or where you want to be) let's reconnect.

Best,

Graeme Forrest

CRM Consultant, Caldere

Subject: Why the worst thing in manufacturing is being forgettable.

Preheader: Here's how to jog their memory and land the job

Hi [First Name],

The hardest part of sales today is staying on your prospect's list.

For this reason, we've been helping UK manufacturers rework their customer journeys, so that even when a deal takes months (or years), they stay relevant, remembered, and ready when the timing's right.

It's common sense: buyers don't just pick the best supplier. They pick the one they ***remember***.

So if staying top-of-mind with your clients is something you've been putting off, let's have a chat.

Best,

Graeme Forrest

CRM Consultant, Caldere

Subject: Follow-up isn't nagging! It's getting paid.

Preheader: How to sort your follow-ups so money doesn't go down the drain.

Hi [First Name],

We keep seeing a pattern in the UK manufacturing industry: dozens of qualified leads haven't been contacted in more than 12 months.

And the reason why is most manufacturers get caught up in the day-to-day and forget to keep in touch with warm contacts.

But here's the silver lining: Follow-ups don't need to be fancy. It just needs doing.

At Caldere, we're helping firms clean up their CRMs, follow up with old leads, and turn 'maybe later' into 'let's talk now'.

If that sounds useful, we'd be happy to show you what's working.

Best,

Graeme Forrest

CRM Consultant, Caldere