

1. Sign-Up Welcome

Hello! Hola! Bonjour! Hallo!

We're so glad you've found Brighter Marketing — we're Maggie and Jess, longtime marketers with never-ending ideas to illuminate your company.

One of the many things we love about marketing is meeting new people, learning about their businesses, and finding functional solutions to their pain points.

Fun fact: the languages we opened the email with are what we've studied through the years. Would we like to be more proficient? Sure, yet there are only so many hours in the day.

But you can be assured we're proficient in all things digital marketing. Schedule an introductory call with us today to brighten up your marketing strategy!

2. What to expect

Hi there!

You're probably wondering what you'll receive by signing up for Brighter Marketing emails. Once a month, you'll receive:

- **New blogs and case studies before anyone else:** That's right — email subscribers have the first look at in-depth blogs, case studies, and other long-form insights from our team.
- **Insider information:** Know about ebooks, agency happenings, and more before anyone else!
- **Cute animal GIFs, memes, and behind-the-scenes photos:** As elder millennials, we communicate in GIFs and memes and will always take a moment to appreciate animals being derps. Even when they're ours.

What would you like Brighter Marketing to shine a light on? Drop us an idea or two!

3. About Brighter Marketing

When you have so many choices for marketing, here's why Brighter Marketing stands out.

- **We've done the work:** With more than two decades combined in marketing and various capacities, Brighter understands what an actionable marketing plan requires.
- **What works for your competitors might not be for you:** Your competitors might be killing it on social media, but your business may thrive with a targeted email marketing strategy.
- **We use the latest marketing tools and platforms, but with a catch:** The latest and greatest is only good when your marketing team fully understands the pros and cons and has used it themselves.
- **We listen to learn:** Sure, we have many ideas to turn a light on your business, but we'll never know the ins and outs like you. That's why we listen, take notes, and ask questions to learn.

If you're ready to illuminate your marketing strategy, an introductory call is the first step. These 30-minute video calls let us introduce ourselves, learn about your business and pain points, and start the conversation. We look forward to talking with you!