

Outbound email

The goal of this email is to let potential customers get acquainted with Inktrill, a digital agency for startups by a startup. Ideally, the main aim is to make them click the link to the landing page.

Subject Line : 9/10 startups fail because of inconsistent branding and here's why

We need to confess!

When we started, we were a bunch of evergreen marketers and trailblazers having fun with words and images. As time went by we realised that the startups were facing a huge threat - Branding inconsistency.

You travel in the same boat if you answered 'yes' to these questions:

1. Does your branding look like things put together randomly?
2. Do people find difficulty remembering your logo or brand name?
3. Are the conversions decreasing?

We pondered over the fact, dived full fledged into research, interviewed industry people, and came to a conclusion. Brand Guidelines define the scope of your success. Startups fail because of not taking their branding phase seriously.

Being an entrepreneur is not easy and we understand that. So, before anything happens we thought we'd toss our hat on to save your startup because we go by our motto: For startups by a startup.

Sounds like you? Please [click here](#) to visit us and we'll take it from there.

Cheers,

David Schoff
Founder, Inktrill