



## Bridge to the Marketing Team

When you're ready to connect the customer with their Marketing Services account manager, give them a quick heads-up so the introduction feels intentional and valuable. This keeps the customer informed, reinforces the benefit of the consult, and ensures a smoother transition to the Marketing Services team.

## Handoff Email Template

Subject

Intro: Marketing Assessment for (CUSTOMER'S COMPANY)

CC

{Marketing Rep Email}

Hi {First Name},

Good talking earlier. As promised, I'm introducing you to {Marketing Rep Name}, our bridal marketing specialist who works with BridalLive boutiques.

I've cc'd {Rep First Name} here.

What you'll get: a free 30 minute Marketing Assessment focused on your market and designer mix. We'll review your website, Google profile, SEO, ads, reviews, and conversion paths, then translate findings into booked appointments and dress sales.

**{Marketing Rep Name}** will be reaching out with next steps and feel free to reply with any notes that you would like us to know about your current marketing state or goals.

Thanks,