



## 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**

brian@eventrentalsystems.com

Hi {First Name},

Great speaking today. As promised, I am introducing **Brian Thomas**, our party rental marketing specialist who works with ERS operators. I have cc'd {Rep First Name} here.

You will get a free 30 minute Marketing Assessment focused on your market and categories. We will review your website, Google profile and Maps, SEO, ads, reviews, and online order flow, then translate findings into bookings and AOV growth.

Brian will be reaching out with next steps and feel free to reply with any notes that you would like Brian to know about your current marketing state or goals.

Thanks,