

## 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

afton@aurasalonware.com

Hi {First Name},

Good talking earlier. As promised, I'm introducing you to **Afton Roberson**, our salon marketing specialist who works with Salon Marketing Services. I've cc'd Afton here.

**What you'll get:** a free 60 minute Marketing Assessment focused on your market and services. We'll review your website, Google profile/Maps, SEO, ads, reviews, and reminder strategy—then translate findings into booked appointments and sales.

Afton Roberson 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,