

## 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.kalinowski@limoanywhere.com

Hi {First Name},

Good talking earlier. As promised, I'm introducing you to **Brian Kalinowski**, our transportation marketing specialist who works with LimoAnywhere operators to drive more high quality bookings. I've cc'd Brian here.

**What you will get:** a free 30 minute Marketing Assessment focused on your company's online presence and service area. Brian will review your website, Google Business Profile, SEO, ads, reviews, and conversion paths, then translate findings into what's working and where your areas of opportunity are.

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,