

# Email works when it helps the buyer move forward



## Cold list blasting:

Low trust.  
Low relevance.  
Easy to ignore.



## Useful nurture emails:

Keep your business visible while buyers are not yet ready.



## Segmented follow-up:

Turns interest into conversations by sending the right message at the right time.



Most B2B buyers aren't ready to buy the first time they see you.

Email helps keep your business visible until the timing is right.

**Turn more leads into clients with better follow-up.**

**MYSTIQUE**

BRAND COMMUNICATIONS

**Boldly Grow**



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