US-Analytics Email Marketing Campaign

Context: US-Analytics, an EPM consulting firm, wanted to partner with Oracle Sales Representatives to reach the representative's new customers and offer EPM consulting services. This marketing campaign was geared toward Oracle Sales Representatives and was sent from the Vice President of US-Analytics. Before each email, you'll see a breakdown of its components.

Email 1 Framework

1. Suggest the opportunity

2. Introduce US-Analytics

3. Bold claim

4. Benefits of partnering with us

4. CTA

Subject: Proposing a Powerful Partnership: Oracle and US-Analytics Collaboration

Body:

First Name,

I wanted to reach out to discuss an exciting opportunity for collaboration between our organizations - Oracle and US-Analytics.

For **23 years**, US-Analytics has helped numerous companies get the most out of their Oracle Enterprise Performance Management (EPM) systems.

With our expert fintech consulting team, we provide complete solutions to ensure customers get the best results with Oracle EPM software.

In fact, we have a track record of improving performance by 200% to 500%.

That's why we feel confident offering **custom POCs and EPM** demos that can better help you sell subscriptions.

By combining Oracle's powerful EPM software with US-Analytics' top-notch services and support, we can create a genuinely unbeatable offering in the market!

To schedule a time to discuss accounts that we can collaborate on, please use my calendly link.

Looking forward to speaking with you soon.

Sincerely,

Email 2 Framework

1. Remind them of the opportunity

2. Explain the benefits of partnering

3. Explain our capabilities

4. Bold Claim

5. Benefit of partnering with us

6. CTA

Subject: Re Proposing a Powerful Partnership: Oracle and US-Analytics Collaboration

Body:

First Name,

I wanted to circle back to discuss the potential partnership between Oracle with US-Analytics.

Together we can strengthen the Oracle EPM sales cycle, maximize customer retention, and position Oracle as the leading EPM solution provider.

Our expert team specializes in Planning, Analytics, Consolidations, and Accounting functions.

As solution consultants, we bridge gaps in Oracle resources and offer valuable insights, ensuring tailored solutions for clients' specific needs.

This is why we have A 100% renewal rate for EPM Support Services.

We help our clients align their solutions to changing business needs to help ensure that **Oracle's customers remain Oracle customers.**

Please use my calendly link to schedule a meeting with me to discuss accounts that we can collaborate on.

Best Regards,

Email 3 Framework

1. Credibility1: US-A is one of the few partners and has been for 23 years

2. Credibility 2: Household names we have worked with

3. Testimonial

4. Offering

5. Benefit of partnering with us

6. CTA

7. Nicety

Subject: Re Re Proposing a Powerful Partnership: Oracle and US-Analytics Collaboration

Body:

Hi *First Name*,

One other thought for you.

US-Analytics is **one of the few remaining Oracle EPM-specific partners**, and we have been for over 23 years.

In that time span, we've helped household names such as **McAfee, Equinix, and Toyota** migrate from on-prem EPM to Cloud EPM.

Paul Yates, Corporate Controller at Hubbard Broadcasting, recently said,

"US-Analytics was head and shoulders above the other companies…They've re-engineered the processes that we use to make them much more efficient. They have reformatted my monthly reports to be much more efficient, in not only how they run, but in how they're maintained."

That's why we feel confident offering custom POCs and EPM demos that can better help you sell subscriptions.

I believe that by combining Oracle's powerful EPM software with US-Analytics' top-notch services and support, we can create a truly unbeatable offering in the market.

I'd be happy to set up a 30-minute call to review the details and answer any questions you may have. Feel free to use this calendly link to schedule a meeting with me.

Hope to hear from you soon,