

Writing Sample: Email Sequence: Suspect Nurture

Written by: Ryan Delaney

CASE STUDY: GOODRX

SUBJECT LINES

GoodRx increases company-wide visibility with Asana

Cross-functional visibility

Increases company-wide visibility

Increases cross-functional visibility

BODY

Hi [Name],

GoodRx teams were each using their own task management tool. That meant limited visibility across tasks, projects, and teams.

Yet task managers were never meant for managing work within teams let alone company-wide.

Luckily, a solution was nearer than near - some teams at GoodRx were using Asana and loving it.

Now, all company-wide work is managed in Asana - from the biggest initiatives to the smallest tasks.

Visibility into who's working on what means easier collaboration, clearer communication, and 125 workdays saved annually.

And that's something anyone can get behind.

"Before Covid-19, Asana was our bible for the team," says Tori Marsh, Director of Research at GoodRx. "Now, it's even more so."

[Learn more right here.](#)

Cheers,

[Asana logo]

[Angelina's signature]

P.S. Curious what work management can do for you? Start a free trial, or better yet, view a quick demo.

CASE STUDY: OUTREACH

SUBJECT LINES

Outreach optimizes workflows and tightens security with Asana

Optimize workflows

Optimize your team's workflows

BODY

Hi [Name],

Over time workflows tend to break down. Tools proliferate, information gets siloed, and work becomes fragmented. Completing tasks and achieving business goals becomes harder, especially with distributed teams.

For Carley McGee, Outreach's IT Project and Programs Manager, something had to be done. So she moved 100 employees onto Asana, and "within a month or two, it was just, boom! People requesting access to Asana."

Now, with company-wide adoption, internal workflows are optimized, and all work is right where it's supposed to be - in one place. Even when working apart, teams can now keep up with tasks and achieve goals together, and that means more Outreach customers can be more productive.

[See how Carley and her team did it.](#)

Your partner in productivity,

[Asana logo]

[Angelina's signature]

CASE STUDY: PGA OF AMERICA

SUBJECT LINES

PGA of America brings business and engineering closer with Asana

PGA brings business and engineering closer with Asana

PGA bridges the gap between business and engineering

PGA of America works seamlessly with Asana

Closer collaboration

BODY

Hi [Name],

All teams - large or small - face the challenge of cross-collaboration.

Kyler Rose, Marketing Services Manager of PGA of America, had the added difficulty of coordinating teams across time-zones.

A new ticketing solution was needed, and it was up to business and engineering to build it.

But email, spreadsheets, and old-fangled phone calls weren't enough.

Thankfully, engineering was using Asana so when Kyler saw how easy it was to use, his team signed on.

Business and engineering now work seamlessly together, and onsite event teams can link directly to individual engineers - all through Asana.

And that means PGA of America can continue to drive initiatives down the fairway.

"One of the nicest things about Asana is that it creates visibility," says Kyler. "Managers get visibility on what everyone is working on at any time."

[See how Kyler and his team did it.](#)

Work seamlessly,
[Asana logo]
[Angelina's signature]

P.S. Curious what work management can do for you? Start a free trial, or better yet, view a quick demo.

CASE STUDY: DR MARTENS

SUBJECT LINES

Dr. Martens evolves its iconic brand with Asana
Improve stakeholder relationships
Improve stakeholder relationships with Asana

BODY

Hi [Name],

Stakeholder relationships are critical to organizational success, but not easy.

Especially if you're Stacey Kemp, Head of Global Creative for Dr. Martens.

Spreadsheets, email, and hallway conversations were creating bottlenecks between stakeholders and her team, and she needed a solution.

Fortunately the eCommerce team was managing work in Asana and loving it, so Stacey's team dove in.

Asana's holistic view of projects and progress means easier decision-making and better collaboration.

And that ensures Dr. Martens can remain a symbol of individuality.

“One of the biggest benefits of Asana has been visibility into my team’s workload,” says Stacey “—not just for me, but also for our stakeholders...”

[See how Stacey and her team did it.](#)

Cheers,
[Asana logo]
[Angelina’s signature]

CASE STUDY: DR MARTENS

SUBJECT LINES

Dr. Martens steps into the future
Future-proof your team

BODY

Hi [Name],

Most people’s idea of fun doesn’t involve planning, unless they’re planning something fun.

Without transparency, the task becomes even harder.

For Stacey Kemp, Head of Dr. Martens’ Creative Services team, planning and staffing resources from spreadsheets was all but impossible.

Thankfully, the eCommerce team was using Asana so signing on was an easy decision.

Stacey now uses reporting to anticipate resource needs, and individuals can use “My Tasks” to quickly plan their day.

And that means Dr. Martens’ can continue to put its best foot forward.

“One of the biggest benefits of Asana has been visibility into my team’s workload,” says Stacey Kemp. “It’s been brilliant for cross-team collaboration.”

[Learn more now.](#)

Your partner in productivity,
[Asana logo]
[Angelina’s signature]

P.S. Curious what work management can do for you? Start a free trial, or better yet, view a quick demo.

CASE STUDY: FIGMA

SUBJECT LINES

Figma maintains company trust with Asana
Figma stays transparent with Asana

BODY

Hi [Name],

Prior to Figma's public launch, development work was managed in Jira.

But Jira was too complex and lacked organization-wide visibility.

Figma needed a lightweight tool to manage product while connecting cross-functional teams, and Asana fit the bill.

A single source of truth means transparency is now baked into all company-wide work.

And tasks and timelines ensure everyone stays aligned and accountable.

"Asana builds trust within and between teams," says Badrul Farooqi, "We know when things are due and who's going to deliver them, and we hold each other accountable."

[See how Badrul and his team did it.](#)

Your partner in productivity,
[Asana logo]
[Angelina's signature]

P.S. Curious what work management can do for you? Start a free trial, or better yet, view a quick demo.

EBOOK: ROI OF WORK MANAGEMENT

SUBJECT LINES

The ROI of work management platforms
Mission Possible

BODY

Hi [Name],

How do successful organizations maintain clarity?

Without visibility into responsibilities and deadlines, completing day-to-day tasks is challenging, making it all but impossible to hit goals.

And the more unclear work is, the harder it is to achieve your mission.

Yet great employees were hired to do great work.

So when goals are clear and work is transparent, teams can contribute, not only to the organization's mission, but to the greater good.

That's how important our work is.

[See why 95% of Asana users say they have greater clarity.](#)

Work seamlessly,
[Asana logo]
[Angelina's signature]

VIDEO DEMO

SUBJECT LINES

- Asana loves work
- Do more work
- Hit your biggest business goals
- Plan, manage, and automate company-wide work
- Stay aligned and achieve company-wide goals

BODY

Hi [Name],

Great teams share one thing in common - coming together to solve a problem.

But without a system to manage work, teams move slowly, miss deadlines, and fail to hit their business goals.

In fact, did you know 60% of our time is spent doing "work about work?"

That's where Asana and work management come in.

Asana lets teams plan, manage, and automate their work.

Asana is excited to connect the entire organization so everyone has the clarity to stay aligned and achieve company-wide goals.

See why millions of teams in 190 countries rely on Asana to plan, organize, and execute work.

[Learn more here.](#)

Cheers,
[Asana logo]
[Angelina's signature]

P.S. Curious what work management can do for you? Start a free trial, or better yet, view a quick demo.