



Email sequences for cold outreach

1. Cold Email Sequence for HR Professionals (Emma – HR Manager)

Goal: Educate Emma on the impact of financial stress on retention and introduce Hug as a simple, cost-effective solution.

Email 1: The Retention Challenge (Introduction Email)

Subject: Retaining your best people – without increasing salaries

Hi {{First Name}},

Did you know financial stress is the #1 reason employees quietly start looking for new jobs? Yet, in most SMEs, it's rarely talked about.

As an HR leader, you want to support employees and keep them engaged – but budgets are tight, and leadership wants measurable ROI.

That's exactly why we created Hug. We help SMEs offer big-company benefits at small-business prices, boosting retention and financial resilience – without extra admin.

I'd love to share some quick, cost-effective strategies to improve retention at [Company Name].

Are you open to a quick chat next week?

Best,
[Your Name]

👉 **P.S.** If a quick call isn't your thing, we're running a webinar on this topic—grab a free spot here:

<https://hugenterprises.easywebinar.live/event-registration-11>

Email 2: Practical Solutions (Follow-Up with a Resource)

Subject: 3 quick wins to improve retention at {{Company Name}}

Hi {{First Name}},

Following up on my last email – wanted to share **3 simple, low-cost ways** to help your employees feel more financially secure (and less likely to leave):

- ❶ **Financial education:** Help employees make smarter money choices with bite-sized guidance.
- ❷ **Salary sacrifice perks:** Stretch salaries further with car, bike, and home tech benefits.
- ❸ **Wellbeing support:** Online GP access and mental health tools to reduce stress and absenteeism.

These aren't just "nice-to-haves" – they're proven to **boost retention and engagement**.

Would you be open to a quick call to see how this could work for **[Company Name]**? Let me know what works for you.

Best,
[Your Name]

👉 **P.S.** Not ready for a chat? No worries! We're covering this in a short, no-fluff webinar—save your spot here:

<https://hugenterprises.easywebinar.live/event-registration-11>

Email 3: Last Nudge + Webinar Invite

Subject: Final try – free webinar on SME retention strategies

Hi {{First Name}},

I know HR is **always juggling a million things**, so I'll keep this short.

We're hosting a **free webinar on [Date]** about how SMEs can **improve retention without breaking the bank**. It's packed with **practical, easy-to-implement strategies** (no fluff, I promise!).

Here's the link to save your spot 🙌

<https://hugenterprises.easywebinar.live/event-registration-11>

Would love to see you there! If a quick chat is easier, happy to book one in too – just let me know.

Best,

[Your Name]

2. Cold Email Sequence for SME Business Owners (Tom & Colin – Founders/MDs)

Goal: Show SME founders how Hug helps them **retain top talent without increasing salaries or adding admin headaches**.

Email 1: Are you losing great people?

Subject: Keeping top talent – without raising salaries

Hey {{First Name}},

Ever lost a great team member to a bigger company with deeper pockets? It stings.

For many SMEs, **hiring is costly – but losing good people is even worse**. The thing is, most employees **don't actually leave for higher salaries** – they leave because they don't feel secure or valued.

That's where we come in. Hug helps SMEs offer **big-company benefits, without the big-business price tag**, giving your team financial security and a reason to stay.

Would love to share a few quick wins to help you **keep your best people longer**. Up for a quick chat?

Best,

[Your Name]

👉 **P.S.** If a quick call isn't your thing, we're running a webinar on this topic—grab a free spot here:

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Email 2: The ROI of Retention

Subject: The true cost of replacing your “Kathy”

Hi {{First Name}},

You probably have a “Kathy” in your business – the **one who keeps things running smoothly and knows everything inside out**. But if she left tomorrow, how much would it cost to replace her?

💰 **Recruitment costs:** £3,000+

💰 **Lost productivity:** £6,000+

💰 **Onboarding & training:** £2,000+

💰 **Total potential cost:** £20,000+

Hug helps **SMEs like yours keep top talent without increasing salaries or adding admin burdens**. Our simple, affordable benefits platform makes employees feel valued, improving retention and productivity.

Would it be worth a quick chat? No pressure, just practical ideas.

Best,

[Your Name]

👉 **P.S.** I know SME life is busy – so if a call feels like too much, join our short webinar instead. **It's free and packed with practical tips:**

<https://hugenterprises.easywebinar.live/event-registration-11>

Email 3: Last Try + Free Webinar

Subject: Quick heads-up: free SME retention webinar

Hey {{First Name}},

I know you're busy running **[Company Name]**, so I'll keep this brief.

We're running a **short, free webinar** about how SMEs can **compete with bigger businesses on retention – without overspending on salaries**.

If keeping great people is on your mind, you'll find this super useful. **Grab a spot here** 👉

<https://hugenterprises.easywebinar.live/event-registration-11>

Or if you'd prefer a quick call to chat through some ideas, let me know – I'll make it worth your while.

Best,

[Your Name]

Why These Emails Work:

- ✓ **Personalised & Relevant:** Speaks directly to the challenges and priorities of each ICP.
- ✓ **Short & Action-Oriented:** No fluff, just clear, actionable insights.
- ✓ **Warm & Conversational:** Hug's tone is friendly, helpful, and jargon-free.
- ✓ **Mix of Value & CTA:** We provide helpful tips/resources before making an ask.