ROHAN THARYAN
CONTENT WRITER

MOBILE: +91-96001-68194 • E-MAIL: rohan@rohantharyan.com
PORTFOLIO: https://www.rohantharyan.com

GoldFynch Email Campaign

Here's the content I created for GoldFynch's 4-email campaign. . .

Email #1: Getting potential clients to use GoldFynch

Hi <NAME>,

We are an Iowa-based company that recently developed **_e-discovery software_** you might find useful.

It's called *GoldFynch*, and here's why I think you'll like it:

- **It's quick and easy to run.** It's on the cloud, so just sign in online.
- **It's simple to use.** Just drag-and-drop files into your browser window. They can be Word documents, emails, PDFs, zip files, images, etc. GoldFynch lets you search them for keywords, names, and dates. It also uses OCR technology.

- **It's very affordable.** The basic package is free, and you can upgrade to an all-inclusive $15/month, $50/month, or $250/month paid package.

Want to find out more?

- Take a look at the attached PDF file to see how GoldFynch can help your practice.

- Visit www.goldfynch.com.

Feel free to reach out to me with any questions.
Regards,
Anith Mathai
CEO

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Email #2: Sent as soon as the client signs up for GoldFynch

Hi <NAME>,

Welcome to GoldFynch! We're excited to have you aboard!

In this email we'll help you get started on your e-discovery journey. You'll learn how to create a case, upload your files, and start searching, tagging, and redacting them. Best of all, it's quick and easy. If you can Google, you can GoldFynch.

What is e-discovery?

E-Discovery (or electronic discovery) is the process of...

1. **Collecting information** and evidence in electronic form (such as PDFs and word documents)
2. **Searching the information** for content relevant to your case.

Without the right tools, it can be complicated and tedious.

What does GoldFynch do?

GoldFynch makes e-discovery simple. Drag and drop files into GoldFynch and it'll process them and make their content searchable. It's perfect for when you need to review large numbers of assorted word documents, emails, scanned images, PDFs, etc.

How do I get started?

GoldFynch is easy to use. It takes about 10-15 minutes to get the hang of it. Here's what you need to do...

1. Create a case
2. Upload files (processing is automatic!)
3. Review the files: start searching, tagging and redacting
4. Produce the files (with Bates stamp, etc.)

If you have any questions, please email us

at support@goldfynch.com

Happy GoldFynching!

Regards,
The GoldFynch team
<Insert contact details>

Email #3: Sent on the 3rd day after the client signs up for GoldFynch

Hi <NAME>!

Have you had a chance to GoldFynch?

We want you to be able to spend more time helping your clients and less time figuring out complicated software and waiting on slow searches. We believe GoldFynch is the answer.

Most e-discovery solutions are just too complicated.

They start out offering one specific feature and doing it well. But over time they lose focus. Favourite features become harder to use, and new ones – that aren't strictly necessary – drive up costs.

So, with GoldFynch we simplified.

We talked to lawyers and paralegals who use e-discovery every day, and based on their input and constant feedback we designed and built GoldFynch from scratch.

- **GoldFynch is easy to use.** Just drag-and-drop your files into it. Once they're in, it takes just minutes to learn how to search them for specific content (e.g. names, dates, keywords), add tags, and get them ready for production.
- **Billing is simple and transparent.** We charge a fixed rate per case, all inclusive. You know up front what you're going to

be paying, and so does your client. And our pricing is very competitive.

- **It's got the features you really need:** It uses OCR (optical character recognition) technology to detect text (in say, scanned documents) and make it searchable. It also alerts you to duplicate and near-duplicate files, which saves you time.

- **You don't need a dedicated IT team.** Forget about maintaining and upgrading servers, fixing software, or backing up data. We'll handle IT tasks, and proactively fix software errors and bugs. Plus, you'll get automatic updates and software patches.

If you haven't already, do start GoldFynching today!

1. Create a case
2. Upload files (processing is automatic!)
3. Review the files: start searching, tagging and redacting
4. Produce the files (with Bates stamp, etc.)

If you have any questions, please email us at support@goldfynch.com.

Regards,
Anith Mathai, CEO

Email #4: Sent on Day 7, if the client is active but hasn't upgraded to the paid packages

Hi <NAME>!

We're glad you're GoldFynching!
We designed GoldFynch to simplify your life and it probably didn't take you long to get used to it.
Here's other cool stuff you'll want to know...

We've got extra storage space for you!
Got more files to upload? Get up to 50 GB with our great paid packages. They are billed per-case and are all-inclusive, so you know up front how much you'll be paying. You'll also get useful bonus features. **Learn more about GoldFynch paid packages>>**

Here's why GoldFynch is better than desktop apps!
- **It's faster and cheaper** because **it's on the cloud**. Its dedicated servers aren't overloaded like regular office computers. And it automatically recruits more servers in real-time when you upload large batches of files.
- **It needs zero maintenance** from you. You don't have to worry about backing up data, keeping it secure, or upgrading software.

- **You can access it when you travel** because it's on the cloud. Desktop apps aren't.
- **You can customize it.** Tweak the way you GoldFynch by using *GoldFynch Services*. Choose where and how your data is stored, get help uploading it, or get customized software for your case. **Learn more about *GoldFynch Services>>***

Got questions, feedback, suggestions? Please email us at support@goldfynch.com.

Regards,
The GoldFynch Team