**Tracking Link to Use In Both Email and Social Promotion:**

http://offers.hubspot.com/blog-post-templates?utm\_source=email&utm\_campaign=CH-blog-post-templates&partner\_portal=**INSERT\_PORTAL\_ID**

***IMPORTANT: Don’t forget to put your HubSpot portal ID at the end of the tracking link***

**Recommended Subject Line:** 5 Essential Blog Post Templates Every Marketer Needs

**Body Copy:**

Hi there FIRST NAME,

Content creation is such an important part of an Inbound Marketing strategy, but it can be a tough hurdle to overcome.

Luckily, our partner HubSpot put together 5 blog post templates to help inspire you throughout the writing process!

This free offer includes the following blog post templates:

* The How-To Post
* The List-Based Post
* The Curated Collection Post
* The SlideShare Presentation Post
* The Newsjacking Post

Excited? Go ahead and topple writers block before it settles in by downloading these free templates today. You’ll be inspired in no time!

Cheers,

YOUR NAME

**Social Tweets to Use:**

* Use any 1 of these 5 blog post templates & have all the guidance you need at your fingertips to write a great post: INSERT SHORT LINK
* Don't start your blog post completely from scratch. Use these 5 blog post templates from @HubSpot for help! INSERT SHORT LINK
* Download 5 free blog post templates any marketer can use to plan, write, and publish great blog posts with ease. INSERT SHORT LINK
* 5 essential (and free!) blog post templates every marketer needs: INSERT SHORT LINK