

Below are two sample emails that I wrote for a marketing campaign that VMware® launched in Q1/Q2 of 2009 for the company's online ThinApp Store. The emails were developed to promote/test untapped, up-sell opportunities within the ThinApp installed base, to promote the VMware View (VDI) Starter Kit and highlight the company's new Communities Site for its ThinApp customers.

EMAIL 1

Buy More ThinApp Seats for Less Than \$50 Each—including Support!

Is your business expanding? Do a growing number of users in your organization need to run VMware® ThinApp? If the answer to either of these questions is “yes,” you'll need to purchase additional ThinApp seats to accommodate those demands sooner than later—and the best time is right now!

In fact, VMware ThinApp licenses are selling for less than \$50 each—and you can order them with a simple click!

ThinApp licenses work in conjunction with your existing ThinApp Suite. Taking advantage of this offer now allows you to further expand the capacity to streamline the deliverability and deployment of applications more efficiently, more securely, and more cost effectively for physical and virtual desktops. By increasing the number of users that can run VMware ThinApp, more users will reap the clear benefits of having a proven solution in place—for the office or for the road—that offers agent-less application virtualization as well as the ability to plug into your existing infrastructure for maximum efficiency, security, convenience and cost savings!

To purchase additional ThinApp licenses, go to the VMware Store today!

New Communities Site for ThinApp Customers!

VMware® has launched a new VMware Communities site where you can chat, blog and network with other ThinApp users to unleash the latest concrete solutions in a secure, virtual environment that caters to the needs of ThinApp's growing community. The VMware Communities site provides you with a powerful venue for discovering and unlocking the latest advantages and functionality benefits of ThinApp—from “How To” videos on the latest product features to Podcasts and much, much more... Click here for details!

EMAIL 2

Make Desktop Virtualization a Reality with the VMWare View (VDI) Starter Kit for Less Than \$2,000—including Support!

Make desktop virtualization an instant reality when you order the VMware View Starter Bundle: Enterprise Edition. It has everything you need to jump-start hosting your virtual desktops in a datacenter—including support!

VMware View is your ticket to streamlining all facets of desktop management. Users of VMWare View also enjoy a rapid ROI via a proven, cost-effective solution that delivers increased data security through centralization—resulting in greater end user flexibility and IT control of desktops.

The VMware View Enterprise Starter bundle enables you to:

- Deploy virtual desktops at a fraction of the cost of buying the individual product components.
- Experience simplified desktop management and secure provisioning.
- Host 10 desktop virtual machines.

Built on VMware's industry leading virtualization platform, VMware View allows customers to extend the value of the VMware Infrastructure and its enterprise class features to the desktop, such as high availability, disaster recovery and business continuity.

[Click here](#) to order your VMware View Enterprise Starter Kit bundle today!

New Communities Site for ThinApp Customers!

VMware® has launched a new VMware Communities site where you can chat, blog and network with other ThinApp users to unleash the latest concrete solutions in a secure, virtual environment that caters to the needs of ThinApp's growing community. The VMware Communities site provides you with a powerful venue for discovering and unlocking the latest advantages and functionality benefits of ThinApp—from "How To" videos on the latest product features to Podcasts and much, much more... Click here for details!

About VMware®

VMware (NYSE: VMW) is the global leader in virtualization solutions from the desktop to the datacenter. Customers of all sizes rely on VMware to reduce capital and operating expenses, ensure business continuity, strengthen security and go green. With 2008 revenues of \$1.9 billion, more than 130,000 customers and more than 22,000 partners, VMware is one of the fastest-growing public software companies. Headquartered in Palo Alto, California, VMware is majority-owned by EMC Corporation (NYSE: EMC).