

Go Focus Plus Email Templates — T-Mobile

>> COPY AND PASTE THESE EMAILS TO PERSONALIZE BEFORE SENDING. <<

General Prospecting Email

This sample messaging introduces GO Focus Plus to new prospects. It highlights key benefits and should conclude with a clear next step or desired action.

Subject: A Video Telematics Solution for Every Fleet

Hi [Customer Name],

When it comes to fleet video, staying ahead of risk requires real-time driver coaching, smarter detection, and faster incident response.

That is why T-Mobile for Business and Geotab now offer GO Focus Plus — an AI-powered dash camera solution to give you more control, more intelligence, and more protection.

GO Focus Plus

For a more proactive approach, GO Focus Plus is the newest AI-powered, dual-facing solution from Geotab. It uses advanced AI to detect risky behaviors like distracted driving and tailgating, providing real-time in-cab voice feedback to help drivers correct habits before an incident occurs. The system also simplifies coaching with automated workflows that track driver progress, helping you cut hours spent reviewing video by surfacing critical events first.

Ready to see how GO Focus Plus can help your fleet?

[Insert compelling call to action — book a demo, claim an offer, take the next step]

3-Part Email Drip Campaign (Existing Customer)

Drive engagement with this ready-to-use 3-part drip campaign, designed to strengthen interest across the entire buying journey, from discovery through decision.

These emails can help engage new prospects or drive upsell opportunities, strengthening loyalty and reducing churn with existing customers.

Customer Email 1

Subject: One camera family. Built for every fleet.

Hi [Customer Name],

When it comes to fleet safety, having the right tools to coach drivers, detect risk in real time, and respond to incidents quickly can make all the difference.

That is why we have added the GO Focus Plus Dash Cam to the T-Mobile for Business fleet management solution family, giving you more control, more intelligence, and more ways to protect your drivers and your business.

GO Focus Plus — Just recently launched, GO Focus Plus is the newest camera in the Geotab ecosystem. It is an AI-powered, dual-facing solution for fleets that want to take a more proactive approach to safety.

[Insert compelling call to action — book a demo, claim an offer, take the next step]

Customer Email 2

Subject: See risk before it becomes an incident.

Hi [Customer Name],

As an existing T-Mobile for Business fleet management customer, we are giving you access to the recently launched GO Focus Plus.

Unlike traditional dash cams, GO Focus Plus uses on-device AI to detect distracted driving, tailgating, harsh braking, and other urgent risks in real time. Then it automatically surfaces the most critical moments first.

With GO Focus Plus, your team can:

- See high-risk driving as it happens
- Coach drivers with real-world context and automatic voice alerts
- Reduce time spent reviewing footage
- Investigate incidents faster using HD video and Geotab event data
- Recognize safe driving behaviors as they develop

Everything is managed within your Geotab platform. No separate systems. No added steps.

[Insert compelling call to action — book a demo, claim an offer, take the next step]

Customer Email 3

Subject: Ready for safer fleets?

Hi [Customer Name],

Are you ready to get ahead of costly incidents with a smart camera that helps your fleet:

- Deliver real-time, in-cab alerts that stop risky driving as it happens
- Simplify coaching with automated workflows that track and recognize driver progress
- Cut hours spent reviewing video by surfacing critical events first

Waiting until an incident happens can cost your fleet downtime, liability, and lost productivity. Act now and be ready to protect your drivers and your business from day one.

GO Focus Plus seamlessly integrates within your existing T-Mobile for Business fleet management platform for unified data and easy management.

[Insert compelling call to action — book a demo, claim an offer, take the next step]