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Description automatically generated

Adobe IT Email Series for Higher Education Email Copy

Adobe IT emails for higher education institutions

*The following email copy blocks are designed to be customized and shared with IT and procurement prospects to drive Adobe Creative Cloud school and district licensing opportunities to close.*

# AUDIENCE

IT directors/specialists and procurement professionals at higher education institutions

**EMAIL #1**  
*Call to action: Digital literacy solution brief:*[*https://cbconnection.adobe.com/en/creative-cloud-education/creative-cloud-education-assets*](https://cbconnection.adobe.com/en/creative-cloud-education/creative-cloud-education-assets) *(under “Empower student creativity”)*

**Subject line:**

Empower student creativity with access to digital tools on any device

**Email copy:**

Put the world’s best creative tools at your students’ fingertips so they can engage more deeply with their learning and build essential digital literacy skills in any discipline or major. Adobe Creative Cloud brings you 20+ desktop and mobile apps and services at a more affordable price than ever — **just US$99 per student license** per year.\*

Creative Cloud also comes with a web-based Admin Console that makes it easy for you to deploy and manage your licenses. Plus, the software integrates with your existing education solutions like Google, Microsoft Azure, Canvas, and more, so students and faculty can access projects more quickly and streamline their workflows.

**Learn more** (link to asset via partner website)

Empower student creativity with powerful digital tools at the most affordable price — all without IT overhead.

\*Minimum purchase of 250 licenses. Now until December 1, 2023.

**EMAIL #2***Call to action: Adobe Education Integrations brief:*

*https://cbconnection.adobe.com/content/dam/cbc-assets/public/en/en-5/ado\_edu\_cc\_express\_integrations\_flyer.pdf*

**Subject line:**

See how Adobe tools work with your existing edtech to empower student creativity

**Email copy:**

Maximize learning and minimize technical hassles now that Adobe Express and Creative Cloud integrate with the edtech apps your faculty and students use every day, including Google, Microsoft OneNote, Canvas, Clever, and more.

From sharing projects directly to Microsoft Teams to accessing Adobe digital tools directly from Canvas, these integrations are designed to streamline workflows and help students spend more time on creative projects.

Now you can give students access to the full set of Creative Cloud apps with the promotional price of **just US$99 per license** per year.\*

**Learn more** (link to asset via partner website)

\*Minimum purchase of 250 licenses. Now until December 1, 2023.

**EMAIL #3***Call to action: Adobe Creative Cloud Student License Pack datasheet:*

[*https://cbconnection.adobe.com/content/dam/cbc-assets/public/en/en-4/hed\_cc\_student\_license\_pack\_overview\_datasheet.pdf*](https://cbconnection.adobe.com/content/dam/cbc-assets/public/en/en-4/hed_cc_student_license_pack_overview_datasheet.pdf)

**Subject line:**

Empower students to create anywhere on any device

**Email copy:**

With Adobe Creative Cloud, your students can make infographics for sociology classes, web pages for science classes, podcasts for English classes, and so much more. And with named-user licenses, they can create these visually rich, persuasive communications on their own computers and devices on campus, at home, or on the go.  
  
With flexible licensing options, Adobe makes it easy and more affordable than ever to bring Creative Cloud to your students. For a limited time you can cover your entire department for **only US$99 per student license** per year.\*

**Learn more** (link to asset via partner website)

\*Minimum purchase of 250 licenses. Now until December 1, 2023.



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