Follow Up Email

**Subject Line:** Reminder: The New [Utility/City] Consumer Water Portal Is Here!

**Body content:**

Dear [Customer Name],

Don’t forget to register for the [Utility/City] new Consumer Water Portal and say goodbye to water bill surprises. With the [Utility/City] Consumer Water Portal you will be able to:

* Monitor your water consumption 24/7
* Create usage alerts
* Set water budgets
* Conserve water

Click here to learn more and activate your [Utility/City] portal account today!