

SUBJECT LINE: Baltimore Family Clinic Website

Dear Figueredo,

I went through your educational dental videos, and they have great informational value! Such as explaining the differences between Implants and Bridges is very helpful.

This helps build rapport with a potential client, however, I found other creative tools most top dental websites are using.

One thing that works is to have certain words highlighted. Secondly, they implement certain CTA (Call to action) to refine their client acquisition.

To show you how this works, **I'm sending a sample landing page and a complete analysis of the DeSenze website** and identifying how you can use these strategies.

This email will definitely be helpful for your business.

Do you want to drive more appointments directly from your website? Don't hesitate to reply to this email; I'd love to assist you further.

All the best,
Hamid.

P.S. If this is being received at the front desk, kindly forward this to Philip.