

Hey <Name>,

<compliment about brand message or post>

I also saw that you are just optimising one type of traffic for your brand, being social media (traffic you don't control). This type of traffic will bring over just about anyone.

And "just about anyone" is probably not your ideal target market. So I was puzzled as to why you haven't established a newsletter, as this is a great opportunity to own and control your own traffic to ensure you maintain continual contact with your ideal target audience.