

Here's what I've been sending out the past week and a half.

SUBJECT: Looking to increase sales from your online presence?

*OLD SUBJECT: Digital Marketing Internship*

My name is XXXX, and I'm studying to become a digital marketing consultant. Part of my course work is to bring measurable value to local businesses such as yours by using the latest digital marketing tactics I've learned. This work would be provided for free as an 'intern' of sorts, in exchange for a good testimonial.

I saw you are quite active on Facebook, and saw you recently started running ads. There are some great opportunities to increase customer conversion, and make your ads more impactful to your prospective customers. I would love to setup a call with you this Thursday or Friday afternoon to discuss your goals and ways I can create more effective marketing to attract more customers. What day/time works best for you?