

[This is a local home remodeling business. They have 14 followers on IG and 10 reviews on Google, 8 on YELP.]

Outreach #1

Hey [business name], I hope everything's going well for you guys. My name is Lando and I am a digital marketing consultant that helps local businesses gain attention. I took a look at your website and noticed that you're not leveraging reviews, which causes lack of trust and credibility to potential customers. Also, you're not leveraging SEO to increase visibility when certain keywords are searched. I've come up with a plan to help increase organic traffic coming to your website and potentially increase conversions. The top players in this market are doing this strategy and from my outside analysis I think that you're a good fit. If this sounds like something you're interested in I'd love to hop on a zoom call.

Best regards,

Lando
[contact info]

Outreach #2

Hey [business name], I hope everything's going well for you guys. My name is Lando and I am a digital marketing consultant that helps local businesses gain attention. After taking a look at your website, I noticed some opportunities to enhance your online presence. By leveraging customer reviews and SEO techniques, we can increase trust, credibility, and visibility with potential customers. I developed a plan to help increase organic traffic coming to your website and potentially increasing conversions. The top players in the market are using this strategy with great success and I believe you're a perfect fit. If this sounds like something you're interested in I'd love to hop on a zoom call with you.

Best regards,

Lando
[contact info]