

Text Message:

Hello,

I came across Tutoring With DC via Social Media, and I really loved the background images and optimal hashtags you implemented, which portray your creativity, professionalism and credibility in an excellent way.

After looking further, I have noticed that your captions seem to be lacking clarity. Whenever you try to promote Tutoring With DC or simply even teach the viewer new words/facts, it is very vague as to what you want the reader to do/take action on, which greatly hinders your ability to attract customers.

The captions should be massively improved (via persuasion & emotion-triggering words) if you want your social media followers and cold viewers to take action.

Second message (Sent right after I send the above message)

I also noticed you haven't posted anything since 2020. A good constantly updated social media presence is absolutely necessary in today's digital age. (60% of people learn about a business via social media).

Below I have attached a sample sales social media post tailored to Tutoring With DC.

[Google Docs Link](#)

I also have 6 additional major ideas for all your social media pages that'll help boost engagement and eventually lead to an increased amount of traffic to your website.

Let me know if you are interested to hear the ideas,

-Syon Joshi
Digital Marketer/Copywriting Specialist