

If I send the FV after they reply:

How are you doing <name>,

<Compliment>

I was intrigued by the marketing strategies on your website <specify which area>

However, I have identified < identify some areas of success> could be made to increase revenue and improve customer lifetime value in the future.

I would like to share some improvements that could be made to increase revenue and improve your income, such as <insert one improvement> and I am wondering if you would be interested in seeing the rest of them.

Best regards,  
Emanuel Silva

If I send the FV before they reply:

How are you doing<name>,

<Compliment>

After conducting some research on your brand, I have identified a few areas where improvements could be made to increase revenue and improve customer lifetime value in the future.

To assist with this, I have attached a file with some of those outline suggestions for your consideration.

I look forward to hearing back from you soon.

Best regards,  
Emanuel Silva