

Before

Hey Max,

I saw your recent 2 step GTI post and liked how you inserted the CTA right after the 2 step session to make it more compelling. I see how that CTA draws more people to your (website/brand name), especially the VW GTI community.

As I was looking into your company more, I had an idea for some new content that you can post on your page to drive more traffic to your site from a specific car community that no other car mod company has been talking about. I went ahead and put all the details and script for the content idea in the doc below.

(link)

That's the main idea, and let me know if you want me to tweak it more. Let me know what you think and how it performs.

After

Hi Max,

I came across your recent 2-step GTI instagram post and I liked how you incorporated a clear CTA right after the session. I see how the CTA will attract more people to your website, especially the VW GTI community.

While looking into (company name), I came up with a good idea for some fresh content that can drive more people to (company name) from a specific group in the car community. I've even gone ahead and outlined the details and script for the content idea in the document linked below.

(Link)

If you want me to make any tweaks, just let me know, but this is the main idea. I'm curious to know your thoughts on this and how it performs. Let me know if you're interested in discussing it further.

Best regards, [Your name]Q