

Hello xx Team!

I hope all is well.

The reason behind my emailing you today was because I've been a customer at your store before and I truly believe you represent what an authentic, locally owned, business is. You've managed to stay in business for over 25 years! Bravo!

I only live about 15 minutes away and have lived in the area all my life. I went online today to visit your store to see what was in stock with the summer coming to an end. Although your website is well-designed, it also makes use of excellent marketing strategies, and even includes a blog for users to read more into the brands they're getting.

However, I believe there are a few quick tweaks that can be made to increase the amount of cold traffic coming into your online store. Different marketing strategies can be utilised to advertise better, get people in, and make your business grow. Plus, you're a local business, people would love to see you guys strive!

I am the strategic partner that you guys need for this endeavour. See, I'm a Digital Marketing Specialist. I specialise in being the ultimate partner that will know your target market, help you advertise your products better, perform short and long-form copy for your customer base that will draw in more business, and lastly, provide email sequences which you can send out to your customer base to appeal to their desires and benefit your business.

I would be grateful if you would let me provide you with a short, quick, email sequence that gives you and your team a taste of the kind of copy I can provide for you. Along with a list of suggestions for your website that could likely bring in more business. Free of charge of course.

If this is something you would like to consider, feel free to reach out at any time. (Desperate tone throughout this email and here at the end)

All the best,

Your Name