

Objective, Offer Tom an idea to build a new footer to help with brand reputation

Hey, Tom

Your chicken dish in the post looked really appetizing. The golden crust and the seasoning with ginger, garlic, and lemon seemed like a great combination. It seems like your homemade chicken recipe could give tough competition to KFC.

After seeing your post, I decided to check out your website. When I got there, I noticed a huge opportunity to enhance the customer experience. As you know, a negative customer experience can harm your brand's reputation, since customers are more likely to share negative experiences with others.

The idea I had was to improve the footer on your website. A well-designed footer should include navigational links, which make it easier for customers to navigate your site, as well as accessibility options that help people with disabilities, etc. These elements are essential for building a positive brand reputation.

If you're interested in improving the customer experience on your website, I'd love to share some suggestions and insights.

Cheers,
Zachary