

Social media direct message template

Hi John,

Hope you are doing well. This is [sender name and designation] from [company name].

From your role at [recipient company name], it looks like you are responsible for managing employee benefits and welfare. Hence, I thought the upcoming webinar conducted by [company name] on the topic [topic name] would be of interest to you.

It would be great if you could make it, because our expert speakers will be covering the following in the webinar:

- Key takeaway 1
- Key takeaway 2
- Key takeaway 3
- Key takeaway 4

If you find this intriguing enough, please register for the session using the link below

[Link]

Hoping to see you there.

Cheers,

[sender name]