



Subject: Are you doubling down on digital?

Hi [prospect name],

I just finished digging around a bit on your website. Without making any assumptions about your business goals, I believe a focus on website optimization might play a pivotal role in your continued growth and success.

If you're unfamiliar with PinPoint Local, our services help small to mid-sized businesses within [your area] with three main goals:

- Establishing a local point of contact for marketing strategy and growth.
- Expanding online exposure within your respective market area.
- Empowering you to remain relevant in an increasingly digital world.

Are you free in the next few days for a call to discuss [prospect company's] strategy for improving your online presence?

Regards,

[Your name]

P.S. Thought you might find the below helpful before getting on our call:

- [Helpful link #1]
- [Helpful link #2]