TO

**[Receiver Name]**

**[Receiver Title]**

**ADDRESS: [Receiver Address]**

**EMAIL:** **[Email Address]**

**PHONE: [Home Phone]**

FROM

**[Sender Name]**

**[Sender Title]**

**Sub:** Sales letter

Dear Customer,

Your website is an information portal for current and potential customers. You want to attract web browsers to find and stay on your page. Spending hundreds of dollars on digital campaigns may not result in a big sales increase. Grass Roots Web Optimizer software engages more organic traffic on your website without the expense.

We offer three ways to increase sales through online engagement.

We produce relevant content that attracts readers.

We use 20% more SEO-focused topics than the average digital marketing agency. Our optimized web pages track clicks and send you customized daily, weekly, and monthly reports.

"When I started using Grass Roots, I found their analysis so helpful. It showed me where customers were clicking on my page so I knew what was attracting the most attention to my products.

Our mission is to help businesses increase their online influence to retain and attract new customers. Enter your email and website here and we'll send you a free analysis of SEO organic traffic.

Set up your annual Grass Roots Web Optimizer software campaign in the next 30 days and your first month of digital optimization is free.

Sincerely,

Jim Hudson

Customer Service Manager

Grass Roots Web Optimizer