Dear Mr Abbas,

Social media has been rising in popularity as of late and it has come to my attention that you are not aware of this recent craze. I see you as a likeminded business man who is losing out on a great opportunity by not Investing in these platforms. However, there are many different types of social media such as twitter, Facebook and Instagram which can be chosen by you so I wish for you to be fully informed on them so you can make the best choice for yourself and your business.

Social media is a way to post images, videos, ideas and even communicate with people. It can be found on a myriad of devices ranging from television, to computers to even mobile phones. Millions of people are using social media as you are reading this letter and this is time lost where you could be making a profit.

But fret not, as soon as you invest in social media and advertise your business on the web you will gain additional revenue, you can spread the name of your company far and wide on social media as it is not limited to a small area like leaflets or businesses and peop0le from all over the country or even the world will see your advertisements and buy your products. Not only is it less labour intensive but it can also save time and is able to attract a wider audience to buy your merchandise.

I hope you are now more informed about social media.

Yours sincerely, Husnain Ahmed