Template 1:

{Competitor Name} Website/App Strategy!

Hi {{First_Name}},

I noticed we are both part of a {Community Name} that focuses on building innovative digital solutions. What do you think of their website/app performance?

My team recently spent over 30 hours analyzing high-performing websites/apps and compiling insights into a strategy guide that you can leverage to elevate your own platform.

Let me know your thoughts on the guide!

Best,
{{Your Name}}

Template 2:

Subject: Need Your Thoughts!
Hi {{first_name}},

I found your company page and had a quick question: are you tracking how many leads are visiting your website? (any issue which you feel its relevant to point out)

I developed a system that can help you track leads from your website and LinkedIn profile. Would you be open to trying it out?

Best,
{{Your Name}}

Template 3:

Subject: Quick Question

Good {{sl_time_of_day}}, {{firstName}},
I was on your site and saw your case study -awesome work! I'm curious: if I could [deliver benefit of your service], would you be interested in speaking?
Best, {{Your Name}}

Template 4:

Subject: {{competitor name}} vs {{company name}}
Hey {name} - [competitor 1] seem to be the closest choices customers can choose between from what I can see on Google reviews.

Are you thinking about ways to make the choice easier for those customers?
Asking this because I have something I would like to share with you.
Let me know your thoughts!!

Best, {{Your Name}}