Hello Amanda,

Thank you so much for taking the time to meet with me and talk about the position of the Senior Digital Marketing Specialist with ABC Inc. yesterday. It was a pleasure to learn more about your approach to growing organic traffic.

Our conversation made me even more excited to join ABC. What interested me in particular was how sharply your efforts are focused on the actual reader experience, not just technical SEO issues.

I was thinking about what you said regarding your plans to expand the email subscriber’s base by offering free bonus content downloads in the upcoming quarter. In my current role as Content Marketing Specialist with XYZ I found that using contextual click-triggers for bonus downloads within blog posts increased the subscription rate by 35% compared to regular pop-ups. I hope that helps!

I’m sure my experience can translate into similar success as your new Senior Digital Marketing Specialist.

If you need any additional information from me at this point, please feel free to contact me. Looking forward to hearing back from you next Friday, as discussed.

Thanks again for your time!

Sincerely,

Jane Redlock

515-255-0812

j.m.redlock@gmail.com