



Dear [BNI Chapter President Name],

My name is [Your Name] and I'm a marketing consultant focused on helping local businesses improve their online marketing. I'm writing to you today to inquire about the possibility of speaking at your next BNI meeting about 5 online marketing gaps most businesses have and how to solve them.

In my experience, most businesses are missing out on a significant amount of potential leads and sales because they're not taking advantage of modern online marketing tools & tactics. Here are 5 of the most common online marketing gaps I see:

**1. Not SMS enabled.** In today's world, text messaging is by far the preferred method of communication but most businesses are still not set up to send and receive SMS without having to use someone's personal cellphone. Text-enabling a business instantly increases leads.

**2. No Missed-Call Text-Back in place.** Statistically, the average local business misses more than half of all inbound phone calls resulting in a massive loss in would-be revenue to competitors. Once a business is text-enabled, they can set up a Missed-Call Text-Back that automatically sends a text saying "Sorry we missed your call - how can we help" back to anyone who calls in but doesn't get an answer.

**3. No Google Business Chat.** Most businesses don't know that you can enable Google Chat which puts a Chat Button on your Google Business Profile in mobile search results and in Google Maps. Activating Google Chat instantly increases leads.

**4. Missing Listings.** Most businesses are not listed across the most popular directories around the web. Being listed correlates very highly with top search rankings.

**5. Low Review Volume And/Or No Review Replies.** Most businesses are not properly managing their online reputation, which is one of the top correlates for rankings and buying decisions.

I would be happy to come speak at your next BNI meeting and share my insights on how to close these gaps. I believe this presentaton would be valuable for your members and would help them take their businesses to the next level.

Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely, [Your Name]