1 OPTION:

SL: Landing a fountain of leads.

Your website's button "Shop by Condition" is a watershed moment in terms of the customer's decision-making process.

I am going to be a 100% clear with you

I encountered your ad on Instagram and it confused me a bit because I am certainly not your target audience.

I don't have even have a pet

Running ads is a tricky tool in modern days, hence I believe by segmenting your target audience into different groups and testing them out each by each - it will significantly increase the number of new people landing in. (What is most important, people that are in the need of your product)

Are you interested in seeing what I had in mind?

All the best,

Alex

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2 OPTION:

SL: Experienced Enhancement

Your website's button "Shop by Condition" is a watershed moment in terms of the customer's decision-making process.

However, I do believe that you might lack clients coming in from your emailing list. Simply because you do not tease the problems your clients might come across with while deciding whether to buy.

STORYTELLING WILL PUT OUT A HELPING HAND.

The game-breaker of selling more of your current product can be easily implemented with storytelling the roadblocks your loyal customers have experienced already and how your product helped them solve it. (but with a bit of storytelling technique)

I have come up with a couple of emails that will bring more people out of your emailing list.

Let me know, if that is something you're interested in