

Niche: Eye Care

So client gets attention from Instagram and Facebook  
I've noticed that they only have product content, so in order to boost engagement, the plan is to create content that is educational about eye health

The product I'll be selling is short form content

The people being sent the email is decision makers within the business

***[Client Name] has really good product content***

***However, the missing ingredient in all this is that if [Client Name] is here to help people with their vision***

***Then there needs to be content about healthy eyesight***

***There are various ways we can explore this type of content, but for now, see link to the video below***

**[GLAUCOMA](#)**

***Regards***

***---***

***Improved***

***Hi [Client Name],***

***I hope this message finds you well.***

***I wanted to take a moment to commend you on the excellent product content you've created. It's clear that [Client Name] is dedicated to helping people with their vision.***

***To further enhance this mission, I believe incorporating content about healthy eyesight could be highly beneficial. There are many exciting ways we can explore this type of content.***

***To give you a starting point, please take a look at the video linked below on the topic of GLAUCOMA.***

***Warm regards,***

***[Your Name]***