

Bloch: A secret advertising technique to increase your website traffic.

Good afternoon, Bloch,

Your instagram posts are colorful and that's great!

But you're missing out on a great opportunity that Dancewear Central and Planet Dance are using to win marketing strategies.

Wouldn't it be better if your instagram followers were guided more directly to your online shop?

You can drive more traffic through to your website by adding emotive language.

I've written an example and attached it, tell me what you think.

My email is alexander@cassidysolutions.co.uk.

Talk soon,

Alexander Cassidy

P.S I have more ideas and an effective plan that will help direct traffic to your shop

Introducing: Ballet Core

Do you want to feel like the number one prima ballerina?

A leotard that makes you look amazing whilst feeling comfortable and supported.

Ballet Core is our new collection that introduces long-lasting and engineered performance fabrics to make you look AND feel like the number 1 ballerina.

The audience won't be able to take their eyes OFF of you!

The critics will ask: 'Who is that?'

You will be the highlight of the performance.

Wearing our leotards will elevate your confidence, helping you to perform to the best of your ability.

The link in our bio to see where the top dancers buy their costumes!

Soul2sole: (Hasn't been modified yet - been focusing on the first page)

Hey Soul2sole,

I love your 25-year-old independent business for the dance industry!

My name is Alexander.

I'm reaching out to help you boost engagement and expand your outreach to help with sales through the descriptions of your posts.

A rough idea for a captions on your Instagram could be:

What's better than feeling comfortable whilst performing?

Feeling comfortable AND looking good!

By feeling better in what you're wearing you become a more confident person.

The same goes for performing.

If you feel like a more confident performer, you WILL shine more on stage.

This is the difference between performers.

Their electricity.

Are you ready to show everybody your spark?

Do you want to feel more confident when you're performing?

Click our store link in the bio to have a look at our clothing range.

This caption will help direct more traffic to your website as it uses captivating language to keep the reader wanting more. This can then be used to make more sales through your shop.

Feel free to reach out to me whenever you have time,

Best of luck,

Alexander