

Hello Jacopo,

I appreciate you taking the time to respond to my email. As I said in the first email, I came up with four copywriting tweaks that I truly believe would enhance your brand's impact and will happily present them to you now.

While looking at and researching numerous brands in your industry, I noticed that they all have an opt-in page. Having one would allow you to show your gratitude and appreciation towards your customers while also allowing you to establish a long-term relationship with them. This is useful because instead of searching for a new customer each time, you can have a loyal one, which makes things much easier. Additionally, an opt-in page creates a sense of engagement, something that humans tend to like.

The next thing I believe would have a really positive impact on your store is enhancing your website's writing. I'm pointing this out because it was one of the first things I noticed when I landed on your page. It's extremely important because it builds trust and keeps the reader engaged, interested, and intrigued. Some examples of enhanced website writing include a big, motivating, and compelling headline that both inspires the reader to take action and catches their attention, a list of benefits that the reader can expect if they decide to use your products (which creates trust, interest, and catches attention), what you are doing or what makes you different, etc.

Following that, here come the valuable blog posts. There is a saying that goes, "You get what you give," and it is very true, especially in the business world. Giving free value to your visitors increases the probability of them giving value back, and on top of that, blogs enrich your website and give it a sense of activeness. Moreover, they ameliorate SEO, meaning that your visibility will improve and people will find your products much easier.

Lastly, I truly believe that making your own personalized content on social media would greatly benefit you in the long run. Short-form content is extremely effective, especially in today's world, but I think if you're trying to establish credibility, it's not the best. People will follow you for the clips, not for your products. This can be solved by implementing a mix of short-form content and memes related to your products, which would create engagement, and some photos of your products, which would do the credibility and growth part. I think it would be much better if you made them yourself without the watermarks of other creators. This balance would increase the quality of your brand and lay a good path for you to continue scaling your business successfully. I could help you with this and write some persuasive and compelling descriptions for your posts.

I hope that you liked my ideas and found them interesting. I would love to discuss them further and answer some questions if you have them.

I look forward to your response.

All the best,

Ivan