

Client 1

Hello, team member of [Brand],

I came across your channel from one of your latest videos where Dr. [Name] shared his insights on cheek fillers. His expertise really shined through.

After watching the video, I immediately went to the [Brand] website and also had a look at your Facebook and Instagram. I must say that even though the social media accounts and website were in pretty good condition, I noticed a few areas for improvement.

I have provided you with a list of ideas at the bottom of this email that I believe could help you reach an even wider audience and increase your website traffic by using your Facebook account and email list.

If you are interested in learning more about the ideas, please feel free to let me know.

Kind regards,

Zdravko

Ideas:

Daily email sequences - By sending daily email sequences about a procedure, product, insider program, or announcing a new video you guys could build a strong rapport with your customers and also increase the subscribers of your channel and most importantly drive more traffic toward your website.

Facebook ads - I noticed that you are already running Facebook ad campaigns but I believe I can help you improve the actual text of the ad by adding more emotion to it since this is the primary factor for people when it comes to decision-making.

I would love to hear your thoughts on this.

I know that you guys are already very busy outside of YouTube and social media overall,

But I think we would be a good fit.

Thank you for reading.

Client 2

Hello [Name],

I stumbled across your channel from one of your latest videos where you talked about how collagen fragments can make your skin look younger by stimulating the natural collagen production in the skin. Your expertise in self-care really shines through.

As I finished watching the video I wandered around your channel a little more and I noticed that you have a course that helps people feel and look younger.

After I saw that I immediately went and had a look at your sales page, and as I was looking around, I noticed a few ideas that can help you increase your revenue and channel subscribers.

I will provide you with a list of some of those ideas at the bottom of this email.

If you are interested in learning more about the current and the rest of the ideas I have, feel free to let me know.

Even if you have your marketing strategies on point, I believe that a fresh perspective can help you reveal untapped potential.

Kind regards,

Zdravko

Ideas:

Email Sequences - I believe that if you take full advantage of your email list by using a couple of email sequences for your program or clinical trial, not only will you build a stronger rapport with your audience but you will also get more program sign-ups and donations.

Announcement Email - By sending two announcement emails about a video (before and when you post it) you will be able to build more curiosity and hype around it and the video will get more views and interactions because of it. Also by announcing that you have posted the video on your email, you will be able to reach out to the people that don't have your channel or app notifications turned on.

I would love to hear your thoughts on this and discuss it further because I think we would be a good fit.

Thank you for reading.