

Avatar:

Scott Abel is an online fitness training coach, who owns Abel Fitness. There is no bio or about page so not much is known about Scott Abel other than in his Facebook and Instagram pages he is married and seems to love nature.

Current State:

1. I can imagine he has a few leads that are inactive from him because despite having followers his engagement and activity on his posts Facebook and Instagram included are low.
2. He has no newsletter and email list to communicate with leads... But I don't know if that's an issue but with his Facebook and IG posts it's really not about his business but his interests and personal life. However, he advertises his business here.. He should either make a separate professional account or post content related to his business here.
3. He has to find a way to garner more attention and create an increase in customer base as a result. He wants to be more well-known.

Dream State:

1. The engagement and activity on his Facebook and Instagram account has increased and there is communication between his followers even more which can lead to a follower/customer customer rate increase.
2. He is able to increase his social media marketing capabilities and transfer it to his business.
3. He has found a way to create more attention and increase his customer base.

Roadblock:

His Social Media Marketing is very limited in that he does not have a lot of content about his business. He only posts about his personal life so this does not really reflect anything about his business or to create attention..

He may have a lot of followers/leads but they aren't really customers...

Solution:

He posts content about his business to convert them into customers so his lead/customer conversion rate increases thus he is able to increase the customer base.

Also, they are created in a compelling way in order for these leads to be drawn to click or engage in more activity with him.

Email:

Subject Line: Increase Social Media Activity

Hi Scott,

I've noticed that you have enough followers in your Social Media Platforms. But, are they becoming customers and checking out your services?

Posting more about your products in a compelling manner can help increase your customer base at a rapid rate.

Your customized services where you tailor to their specific needs are intelligent! Great way to build customer relationships! (No Youtube platform or business content from other social media to specifically compliment him best i could think of here but i'd like some feedback about this)

But if you can show them the way better from your traffic sources, they will be more compelled to act.

So I created an IG Ad for you to test out and intrigue viewers to check out your services more and gain interest.

Are you liking my idea? If so, reply back so we can discuss things further

Best Regards,

Robyn

Re-Write:

Subject Line: Persuade Followers to Act More

Hi Scott,

I've noticed that you have tons of followers in your Social Media Platforms. But, what if you can persuade them more to convert them to customers?

Posting more about your products in a compelling manner can help increase your customer base at a rapid rate because they would have the fear of missing out if presented this way.

Your customized services where you tailor to their specific needs are intelligent! Great way to help your customers to the max!

But if you become more disruptive at the beginning, they will bring more value to you.

So I created an IG Ad for you to test out and intrigue viewers to check out your services more and gain interest.

Would that be something you'd be interested in?

Best Regards,

Robyn