

Email Outreach Review:

Subject: Sheffield student has a question for you

I'm Amir and I'm looking to partner with a business for a marketing project (for free)

90%+ of businesses are making more money from social media than any other channel.

I came across your social media account and though you have a blue tick to show professionalism and trust, the low engagement is portraying an overall bad image of your brand. This is very harmful for your business as I can guarantee potential customers have seen this and gone to a competitor with a "better" account.

This isn't a very hard problem to solve if you get the right person on the job. I would like to be reimbursed with a testimonial if you are pleased with the results I get for you. If growing your social media engagement isn't something of importance for your business, I'll walk away. However I strongly suggest we get on a call and you at least hear what I have to offer.

This 30 day trial will be free of charge. Waiting to hear from you soon.

Amir

Subject: Follow up for Sarah

97% of businesses in any industry use social media for their marketing. Most fail.

I'm sure you're aware of your Instagram engagement being terrible. You have a decent following, but very low interaction. Thanks to this, many of your competitors who are utilising social media stand out in front of clients and are expanding their business.

Getting your followers to interact with your posts is simple once you actually understand what they want to see and hear. This is the job of copywriters and you don't actually have to learn anything. All you need to do is hire a copywriter who can put together content using the secrets of marketing and increase your engagement and conversions.

Don't pay me. Book a call with me so i can tell you exactly what i can offer you. If you don't like the sound of growing your account and gaining more customers, ignore this email.

How does that sound Sarah? (I recommend hearing what I have to offer)

Subject: Regarding what i saw on your Instagram

"I'm looking for a bridal makeup artist. Oh, look I found one! Style Lounge. Actually... her instagram doesn't look all that."

Unfortunately that's the conversation many of your potential clients have said before slipping away to your competitors only because they have a better Instagram than you. A wedding is a very sentimental day for a couple and they want it to be perfect - it MUST look perfect. And if your social media doesn't showcase that, it's losing you clients, I guarantee you.

To get in some extra sales from your Instagram, all you need to do is position yourself as "a beautiful page" in front of your viewers. Lucky for you, you don't have to spend the hours "renovating" your page. I have a few amazing ideas on how I can use colour palettes, font pairings and other tactics to quickly increase your engagement for you on your Instagram. I can give you all the details over a short call.

If you are not looking to increase your social media engagement or improve your page, I will walk away. However I suggest booking a call to hear what all this is about...

How does that sound?

Amir
