

Outreach

Subject Line: Looking to partner in the deodorant niche

Hi <name>, I found you and <brand> when looking for a deodorant brand on Instagram. Some posts referenced <product>. But the reason I reached out to you...

<name>, is that I've studied methods Axe and Old Spice have been using to dominate the market. Like this year alone, they've sold over \$50 million in sales combined and got over 250 million views.

And I want to introduce these methods to a brand that knows hard work (<brand>). But to show I'm not a BS marketer. I was doing research for a client when...

I got an idea from brands in other markets like OLAPLEX, CeraVe, and Old Spice. All of them are using a social media funnel that has been crushing for them. And I'm sure it'll crush for <brand>. Since Old Spice reached 6 million new accounts with it, in 5 months.

I call it "The Gouging Funnel". The 5 post funnel uses the 7 emotions designed to maximize your brand's awareness, credibility, and customer loyalty.

<name>, do you want me to create 'The Gouging Funnel' for <brand> and its products? (zero risk/free.)

Cheers,

Jean-Charles Martinez

Reply

Awesome, I already started working on it. Before I dive in and go completely crazy, here are 3 rough variations of captions with the same value equation. I'm not attached to any of these, I'm just trying to figure out what we should start with before I dive in. Which of these posts line up with you? Or is there one you simply like better?

[Links](#)

Cheers,

Reply to the reply

That's awesome, <name>.

<insert zoom call details>

See you there, <name>.

Cheers,

If they missed the call:

Hey, man, I saw you didn't reply. I understand you're busy and might have forgotten or something came up. But, in the future, I would appreciate it if you could give me a heads up if you can't come so I can rearrange my schedule.