

Subject Line: Radha Beauty Sales

Hello, Chris.

Smart idea reposting content to draw more followers to your account, @drunkelephant is also using it and it's gotten them to 1.7M followers... Assuming it's what you're doing.

Also, I noticed how some skincare brands like Cera Ve and Paula's Choice are raking up more than 10K monthly sales on Amazon.

It's a combination of Instagram highlights - which would make this email waay too long if I explained it,

And a specific keyword strategy for naming their products on Amazon.

I'm looking from the outside right, but this is what the "Radha Beauty Vitamin C Facial Cleanser, 4 fl. oz - Clear Pores on Oily, Dry & Sensitive Skin, Anti-Aging Herbal Infusion for 8 Times Antioxidant Protection" would look like:

"Radha Beauty Anti-Aging Vitamin C Facial Cleanser | Deep Pore Clearing Gel With Rosehip Oil For Prevention And Treatment Of Acne For All Skin Types And Skin Soothing Aloe Vera | | Fragrance-Free And Parabens Free| 4 fl. Oz"

This structure hits all the right keywords which would make this cleanser appear on the first page whenever customers search "anti-aging" or "acne treatment".

Makes sense?

If it does, we can test it on other products.

- Sibusiso

N.B. I also used this strategy to write the "About item" section.