

Version 2 (revised) Email to Vox Activewear

Subject: Vox, this is how you hit PR's

Hey Christina,

I've been following you for a while and love the message you spread to women to look good and feel even better while being on the move, and I've noticed the positive impact you have on your audience by reading your comments and reviews.

But at times you may catch yourself asking, "Why has my brand's growth slowed down? What could I do to get it going again?"

I have two ideas that absolutely killed it for Gym Shark and Nike that I noticed you don't use much while exploring your social media and website.

I'd like to help you use influencer marketing to bring more brand awareness and an engaging email list to create a loyal customer base.

I have created a doc tailored specifically for Vox with a range of ideas for instagram posts, influencers that would fit your brand, emails for a mail list, and more.

Using marketing well is key to success. How serious are you about your brand's future?

Let me know if you are interested in having a brief call, we could go over the document I have prepared for you.

All the best,
Panagiotis Dalmares

V1

Subject:

Hello Vox team,

I've been following your company for a little while now and I really like the message you are trying to spread to women who are into fitness.

However, I believe there are a few marketing techniques you could implement that will help you connect with the women in your audience better, unlock your brands full potential, and compete with brands like gymshark and nike, whose strategies I have heavily studied:

- Influencer marketing: Partnering with influencers who share your values and target audience can help bring more brand awareness and build trust with potential customers.
- Blogs and newsletters: These channels can help you share your company's story, educate your audience, and build relationships with them.
- Advertising on different platforms: By understanding where your audience is active online, you can create relevant content and reach them where they are.

I would be happy to discuss these ideas and more with you if you would be available for a brief call. I believe that with a few tweaks, we could take Vox Activewear to the next level.

All the best,
Panagiotis Dalmares

NOT included in email

Weaknesses/points to work on

- Promotes too much instead of focusing on creating a connection with audience
- Does not utilize influencer marketing enough
- Does not utilize multiple different social media platforms, only tiktok and instagram
- Does not utilize ads enough
- Does not promote ambassador program
- Website is very basic, no eye catching fascinations
- Instagram has no funnel to website
- Could use different types of designs on clothing to stand out from other companies products and be unique to customers and potential customers
- Content is very plain
- Very weak newsletter/email signup

- Could utilize a blog along with the newsletter to connect to audience better instead of over-promoting

Strengths

- Has solid following on tiktok and instagram
- Has sponsored website on google
- Owner has big fanbase on social media
- Good about section and linkedin that shows a background of the brand