

SL: The lost Puzzle tile

Hey, Founder of RingMo Jewelry,

I came across one of your pinned Posts on my Instagram page while scrolling through my Instagram feed. I am an interested person when it comes to jewelry and co. because I am a fashion person. I love wearing jewelry because it upgrades my outfit and presence. Since I was curious about what you offer because I am a fashion guy, I wanted to check out your website. I love the flash sale idea so the customers have the urge to buy the product since it is on sale for a short period and your website looks very promising and professional, especially the high-quality pictures you took. They look very promising because you have put a lot of work and invested into it so the pictures look appealing.

There was one missing puzzle tile. I noticed it right away because a lot of your competitors have such a thing. You can copy a lot of ideas of what they do to improve your website and brand.

What I mean with this missing puzzle tile is that you forgot to include the Newsletter Pop-up which is essential to have if you have a newsletter to get more emails and that means that you get more customers you can contract and get them to buy your product. If you do not know what a Newsletter Pop-up is I will gladly explain it to you. A Newsletter Pop-up is a Pop-up window you get on Websites that leads you into signing up for their Newsletter, most commonly a value will be added like “ get 5\$ off your first purchase“ If you have such a Pop-up and provide value for the customer like: “Subscribe to our Newsletter and get 10% off your first order!!” more customers will sign up for it. This means that you are losing many customers you could eventually have because you do not have their information to

contact them and build up trust.

I know you are very busy, so if you just answer this email with a simple "YES" I will gladly send it over!

Sincerely,

Stefan