

001

This business sells meticulously crafted home decor and they emphasise their quality. They do not effectively utilise their email marketing, with only a box at the bottom of the page saying “Join our mailing list.” There is great opportunity though, with 39k followers on Instagram. They don’t have the best engagement, but it's not too bad.

**SL: Earn a bigger share of the market in your niche THIS MONTH!**

Hello,

I would appreciate a short minute of your time in return for an opportunity that could significantly impact your business.

I recently had the opportunity to review your website and compare it to some of your competitors, including [LivingLifestylesAU](#),

One notable observation is that their email campaign has a more significant presence than yours, both throughout their website and by the volume and quality of emails they send out. which likely contributes to their larger market share.

As a freelance marketer, I understand that crafting an effective email campaign can be challenging for many business owners. Whether it’s setting up a compelling “lead magnet” or optimizing your overall strategy, I have the expertise to help.

In fact, I recently assisted a client in generating an additional four figures per month through strategic email marketing.

If you’re interested in exploring this further, I’d be happy to discuss how I can enhance your email campaign and drive better results for your business.

This opportunity comes with no risk but promises great rewards.

Let’s connect and explore the possibilities.

All the best,

Keoni

002

This business sells small office booths for home use and/or B2B. They have a distinct product with not many competitors, but they do not stand out with their email marketing. All their products are > £2,000 so email marketing would be a no-brainer, coupled with a few other strategies.

**SL: You need a stronger CTA...**

Hello,

I would appreciate a short minute of your time in return for a game-changing tip you could implement immediately...

So I came across a distinct feature common across all of your competitors, regarding their lead magnet for email marketing: They offer an in-depth guide about their products, and how they stand out.

A brochure, if you may call it so.

I also noticed that you don't. I don't want you to flock like a sheep of course, but offering some sort of free value would be more rewarding for you than simply saying "join our mailing list".

Just put yourself in your customer's shoes.

Which one would you prefer?

It is a simple fix, indeed - just craft a "call-to-action" for your email sign-up, and compose a document providing valuable info regarding your product.

After all: People tend to require a bit more convincing into splashing out upwards of 5k than "join our mailing list".

A quick fix, and I'd like to offer this to you, at ZERO cost.

Do get back to me, I've got a busy week but I can fit you in.

Hello :)

Keoni here, a lover of camping!

I'd just like to make you aware that, having run a few Google searches for all of the products that you sell, I was greeted not by your website, but rather by 50+ websites ranked above yours on the Google search.

And this isn't "luck".

Not one bit.

Rather, the text within their website's home page conforms to the search terms that Google recognises, and therefore chooses to rank them higher.

This is not what you want, at all.

You may bring in a good amount of sales through Instagram, I don't doubt it.

But people searching for your products on search engines? I can't imagine the number of sales to be impressive.

I want to change that for you though - I am skilled in both email marketing and SEO (search engine optimisation).

Both of which you could do with fine-tuning to bring in all the more sales and recognition.

How'd you like to hear more?