

Avatar Profile

Current state: John is the CEO of a growing business and has been struggling to increase brand awareness and drive sales. He has worked with multiple marketing agencies in the past but has been disappointed with the results. John is feeling frustrated and unsure about how to take his business to the next level.

Dream state: John dreams of having a strong and recognizable brand that resonates with his target audience. He wants to see a significant increase in website traffic and sales, and to establish his business as a leader in his industry. John also wants to work with a team of experts who can provide him with the guidance and support he needs to achieve his goals.

Roadblocks: John has found it challenging to find a marketing agency that truly understands his business and goals. He has also struggled with keeping up with the latest trends and technologies in digital marketing, which has hindered his ability to create effective campaigns. Additionally, John's busy schedule makes it difficult for him to stay on top of marketing initiatives and ensure that they are aligned with his business objectives.

Newsletter Structure: A newsletter would be a great way to drive traffic from your social media and emails into your website and services..... it could be implemented through your social media pages through a series of pieces of copy you could use to build curiosity with your audience before referring them to your website utilizing an opt in service such as your free strategy session as the driving factor, below you'll find an example of what this piece of copy could look like.

Copy

SL: Why Your Business Isn't Getting Engagement

It's late at night...

There you are in your room, the light glazes into your dozing eyes, with only your computer screen for company.

Searching your brain, wondering why your business isn't reaching your audience.

Sales, engagement, leads have all plummeted and you don't know WHY.

Scrambling your investment money you try to muster up a new marketing campaign, but it's impossible nowadays with all these new trends and so much more competition.

The old fashioned poster won't cut it anymore meaning you've reached a bottomless pit.

And with all those mind scrunching nights you're pouring into your business, any attempt to revamp your marketing campaigns feels like mud along the tracks.

These dreadful nights of frustration topple over, and over and over again..

But what if you could prevent this?

If you could tap into a modern network of marketing innovation.....

An engagement formula testified to by thousands.

If your hard work could finally tap into that audience

Don't let curiosity eat you up....

[Click Here And Tap Into A Gold Mine Of Business Engagement](#)