

Hello Miguel,

I just came across a couple of your posts on my for you page on Instagram. As someone who loves to dance and is also in the marketing world, I liked the two most recent posts you made. That is because of certain marketing techniques that were used.

Using Romeo Santos is a great way to use someone else's authority in the space to bring attention to your Instagram page.

With certain tweaks, you can tailor your messaging in a way that amplifies your audience's desire to learn bachata and get them to act. Take for example the other post with the pass giveaway.

Have you considered doing a pass giveaway in exchange for your followers' emails? I say this because there is less of a commitment on the customers' end, and you have a strong channel in which you can market to them.

Just an idea I thought I'd send your way.

Let me know what you think, and if this is of any help to you.

Best,

Erik Lopez