

1. Define the Business Objective

- **Objective:** Increase efficiency in customer service for small cosmetics brands, allowing them to save time on repetitive inquiries and focus on scaling their brand and product development.

2. Choose the Funnel/Marketing Asset

- **Funnel Step:** Cold email outreach.
- **Goal of Email:** Get recipients to click a link leading to a webpage with a demo and case studies, ultimately building interest and guiding them toward adopting automation for customer service.

3. Define the Target Market

- **Segment:** Small cosmetics businesses that handle their own customer service and are feeling the strain of repetitive inquiries.
- **Key Demographics:** Primarily women-owned, targeting younger (18-35) and middle-aged consumers; typically urban-based with a middle-to-upper income bracket.

4. Analyse the Current State

- **Awareness Level:** Problem-Aware (Level 2). They know they're spending too much time on customer service but are unsure of available solutions.
- **Sophistication Level:** 2-3. Familiar with basic digital tools but limited experience with automation.
- **Current Desire:** Moderate (6/10). Interested in saving time, but concerned about costs and effectiveness.
- **Trust Level:** Low (4/10). Skeptical about technology after past disappointments.
- **Belief Level:** Moderate (5/10). Beginning to believe in the power of automation but need proof and simplicity.

5. Define the Desired Actions

- **Primary Action:** Click the link to the demo and case study page.
- **Secondary Action:** Build curiosity and interest in automation as a way to reduce workload without sacrificing customer care.

Copy

Subject Line: Free Up Hours on Customer Service (Without Extra Staff)

Email Body:

Hey [Recipient's Name],

Let's be real—if you had a dollar for every time a customer asked, “Where’s my order?” you’d probably be

on vacation right now. Running [their brand name] means juggling order questions, meeting reminders, and more, right? It’s exhausting—and it’s not why you started your business.

The good news? We’ve got something to give you back your time: custom AI chatbots designed to handle the endless stream of FAQs, so you don’t have to. Here’s what our chatbots can do:

- Save hours every week by answering repetitive questions automatically.
- Boost customer satisfaction (and loyalty) with faster response times.
- Free you up to focus on what matters, like product development or expanding your brand.

We get it if you're cautious—many small brands have felt the same way. Check out our demo page [linked here]—it's packed with case studies and testimonials from brands just like yours.

Looking forward to chatting about how we can help!

Cheers,

[Your Name]

[Your Position]