

SMM

Hi NAME,

I came across your Instagram account, and it is pretty good.

However, I know some strategies and tactics that could drastically grow this account.

Growing your Instagram is essential, as many people search for hotels and destinations on this platform.

Increasing engagement and views and getting more clients on Instagram requires a lot of time and knowledge, as you need to find the right strategies.

Here are some testimonials and examples → <https://lucasochoabio.carrd.co>

If you are serious about growing your Instagram, message me if you have any doubts or to book a brief call.

SMM + PROBLEM

Hi NAME,

I understand your priority is growing your Instagram to get more attention and attract more clients.

However, as a Social Media Manager, I noticed five things you are doing with your posts that are not allowing the algorithm to fully push your content and get more clients.

Growing your account is essential, as many people search for accommodations on this platform.

Now, I have the tools and methods to take your account and content to the next level and push the algorithm to play in your favor.

So, if you are serious about growing your Instagram, let's have a 5-10-minute call or let's chat here on IG.

<https://lucasochoabio.carrd.co>

Hey NAME,

I noticed four things you are doing with your posts that are not allowing the algorithm to fully push your content and get more clients.

I have a few ideas to help you solve the problem.

As a Social Media Manager, I know how important it is to grow your account, as many people search for accommodations on this platform.

(I attached a link and pictures showing the work that I have done for my clients)

<https://lucasochoabio.carrd.co>

If it sounds like something you are interested in, let me know so we can chat or have a brief call.

Hey NAME,

Your recent video about stood out to me because

Out of interest, have you considered using the new ASMR trend on Instagram to make your videos go viral?

As a Social Media Manager, one of my priorities is staying up with trends to make my clients' videos go viral and attract more potential clients.

I have some ideas for your videos, and your account that will push the algorithm to play in your favor.

(I attached a link and pictures showing the work that I have done for my clients)

<https://lucasochoabio.carrd.co>

If it sounds like something you are interested in, let me know so we can chat or have a brief call.

2 DAYS LATER

FOLLOWUP 2

Hi NAME

I messaged you a few days ago, but understand you are busy. I took on another client this week, so I will be more busy.

However, I am still interested in doing something together.

I am following up to let you know about a new opportunity that is allowing cabins and accommodations to have more views and reservations.

Many hosts miss the opportunity to increase bookings through Instagram because they don't know how the algorithm works or which digital marketing strategies to use.

As a Social Media Manager, I can grow your account, save you time, and get more bookings.

Your account has potential, and I want to help you reach it.

Hi NAME

I wanted to share with you the fantastic results I had with one of my clients.

This client has cabins in Venao, the Instagram account he started had 100 followers.

They only had 20 pictures and one 10-second video for me to create content.

Despite those problems, in the first two months:

- The account reached 600 followers.
- 16 people messaged us to book a cabin.
- Engagement increased by 700%
- The number of accounts reached increased by 1100%.

Within only two months, they went from beginners to one of the top 10 accommodations in Panama.

I can replicate or even surpass those results with your account.

I can only take three more clients, so if you want to level up your account, message me as soon as possible.

2 DAYS LATER

Last DM

Hi NAME

This will be my last DM. It's a shame you're busy, and we can't work together.

I had amazing ideas to make your content go viral and get you more reservations.

If you change your mind, reply to this message, and I will answer as soon as possible.

Please understand that I get offers from different people every week and I can only take two more clients.

I wish you the best.

WEBPAGE

Hi NAME,

I saw your accommodation on Airbnb, and it is very nice.

However, some hotels and cabins have a webpage, which makes them look more professional.

Also, a webpage allows you to have a direct booking reservation system to avoid paying commissions.

I have some ideas and designs to make the webpage look amazing and increase the conversion rates and bookings.

Having a webpage is essential for the success of the accommodation.

I know exactly what you need, and I can help you with that.
<https://lucaschoabio.carrrd.co>

2 DAYS LATER

FOLLOWUP 1

Hi NAME,

I wanted to share with you the fantastic result I had with one of my clients.

This client has cabins in Venao, they started from zero with no webpage or Instagram.

Three months later, they now have a high-quality webpage and reservation system to avoid paying commissions.

In three months, they went from beginners to one of the top 8 accommodations in Panama.

I know exactly what you need, and I have the tools to create a web page for you.

Do you want to know more about it?

2 DAYS LATER

FOLLOWUP 2

Hi NAME,

I am following up to inform you of two common errors hosts make when building a webpage.

Most hosts either build a Linktree with links for booking, and more, which is confusing and doesn't look professional.

Or, they pay an HTML expert too much money and take too long to build a webpage, which breaks down eventually.

If you want to stand out, you need to avoid these common mistakes.

I have the tools and skills to build a fantastic webpage.

This will get you more reservations. Now, if you are not willing to give it a try, then maybe this isn't for you.

I can only take three more clients, so if you want to have a webpage, send me a message ASAP.

2 DAYS LATER

Last DM

Hi NAME

This will be my last DM. It's a shame you're busy, and we can't work together.

I had unique ideas and designs for your webpage.

If you change your mind and you want to work with me, reply to this message, and I will answer as soon as possible.

Please notice that I get offers from different people every week and I can only take two more clients.

I wish you the best.

IF THEY HAVE A LINKTREE

Hi NAME

I analyzed your Instagram account, and it is pretty solid. However, I realized that you have a Linktree.

Now, on one hand, I understand that hiring an HTML expert usually requires a lot of money.

But on the other hand linktrees aren't effective and they reduce credibility.

That's why I am here to help you.

As a Social media manager, I understand the impact web pages have on a business's profile, helping it stand out and get more clients.

With my tools and platforms I can build up to three different web pages for you to choose from, in less than one month and at a very fair price.

(I have examples & testimonials in my bio)

DM me if you are interested.

Strategy SMM DM

Hi NAME,

I understand your priority is growing your Instagram to get more attention and attract more clients.

Growing your account is essential, as many people search for accommodations on this platform.

However, as a Social Media Manager, I noticed five things you are doing with your posts that are not allowing the algorithm to fully push your content and get more clients.

Accounts like @evergreen_cabins use slightly different strategies to get more followers and clients.

However, I know a third strategy that will not only solve your problems but also beat your competition.

If you want to know more about this, we can have a 5-minute call or we can chat here through Instagram.

Hi professor Dylan. I need some help with my outreach follow up message. I am looking for prospects who have hotels or accommodations to offer them my SMM service. Thanks in advance..

Method: Instagram

Times tested: 20

Replies: 1 positive - 2 negatives

Service: Webpages / SMM

Hi NAME,

I came across your Instagram account, and I think that the posting timing and the digital marketing strategies could be improved.

Some tips that I can give you as a Social Media Manager are to post every day at the optimum hour and write 3 keywords on your reels so your content gets to more accounts.

This is essential to increase engagement.

<https://lucasochoabio.carrrd.co>

If you are serious about growing your Instagram, I can help you.

Message me if you have any questions or want to book a brief call.

2 DAYS LATER

FOLLOWUP 1

Hi NAME

I am following up to let you know about a new opportunity that is allowing cabins and accommodations to have more views and reservations.

Learning how the algorithm works and which digital marketing strategies you should use is important.

That's why I suggest using CTAs on posts as I do with all my client's IG accounts.

Many hosts are missing the opportunity to get more bookings through Instagram because they don't know how it works.

That's why my clients chose me as their SMM, to save them time, grow the account, and get more bookings.

Your account has potential, and I want to help you reach it.

2 DAYS LATER

FOLLOWUP 2

Hi NAME

I wanted to share with you the fantastic results that I had with one of my clients.

This client has cabins in Venao, and the Instagram account he started had 100 followers.

In the first two months:

- The account reached 700 followers.
- 16 people messaged us to book a cabin.

- Engagement increased by 700%
- The number of accounts reached increased by 650%.

Within only two months, they went from beginners to one of the top 10 accommodations in Panama.

And I can replicate those results with you.