

Hello Ulli ,

Here is your gift.

I have modeled my work after a company named Glossier. This company uses a highly effective marketing strategy with testimonials from their customers.

These brands use testimonials to not only inspire clicks and purchases, but also to strengthen relationships with existing customers, show your company culture and values, and encourage customer evangelism👉 (the act of customers promoting a brand or product they love and sharing their positive experiences with others).

So for the gift, I have created 3 DIC format instagram captions and a few fascinations/headlines to create curiosity for your products.

To use the headlines, you can simply

12:02



imageskincare 
Sponsored



Say goodbye to dry skin

have a picture of your skincare products and paste a fascination on the bottom and then post it on your story and call it a day, [Like this](#). It Might look basic but you get the idea.

Plus, If you don't want to use the Captions or fascinations on instagram they can be also used as subject lines for your emails in your newsletter or they can be used as captions for facebook posts.

Fascinations:

1. Transform Your Skin in Just 30 Days
2. Get the Spa Treatment at Home
3. Moisturize Your Way to Perfect Skin
4. Discover the Secret to a Healthy Skin
5. Revolutionize Your Skincare Routine with Our Hydrating Products
6. Get the Moisture Your Skin Craves
7. Skin so soft and luxurious Disney Princesses are getting jealous!
8. Stop wasting time using poor skincare products
9. Endless confidence comes with smooth, non-greasy skin.
10. Get the Moisture Your Skin deserves, All Day Long
11. This ancient egyptian skincare routine for Soft and smooth skin
12. Quit wasting time looking for skincare products that probably don't work!

[The post](#)

Testimonial caption/email2

Disrupt: Thanks Virginia O.for using Pour moi, we'll be waiting for your next order!

Intrigue: Jen used to suffer with rough dry skin, But Pour Moi completely changed that.

With a simple quiz, you can find what your skin truly needs.

That's all it took, a simple quiz to get perfect skin.

CTA: So why waste time, take the quiz and save your skin too.

Another type of captions

Caption/Email 2:

Disrupt: Get the Moisture Your Skin deserves!

Intrigue: All day every day, Your skin should stay moisturized regardless of what you use.

So why settle for something that'll only last till you leave the front door!

A product that'll have your skin so perfect, everyone will want your secrets.

CTA: Don't wait for the holy grail of skincare products, Join us!.

Caption/Email 3:

Disrupt: Kim kardashian's Skincare secret for Perfect Luxurious Skin!

Intrigue: Kim's perfect skin has been sought out for so long, why wait!

The Secret skin care product Kim uses Is so simple it'll drive you crazy not knowing what she uses!

Kim's secret to having perfect skin is right here!

CTA: Ready to hear what she uses for that perfect skin?