

SL: Your social media is profitable

Start:

I found you guys on instagram, your points on hair in your reels and your youtube videos were interesting.

Compliment:

So interesting that it made me do a mini-rabbit hole and I learned that I should really be careful and know what hair shampoos are right for me, and not just ANY shampoo will help.

Value:

I saw that your instagram has surprisingly little engagement, despite you providing valuable information for mens' hair.

I see that you have followers as well as a substantial number of views, but you can have a lot more with the use of hashtags, making hooks in your captions or thumbnails in your reels, adding CTAs to your posts and potentially lead them to your websites.

Use hashtags that really encompass the entirety of your short videos.

Like:

#Mengrooming #hairtips101 #hairtipofthetady
#shampooandconditioner #haircaretip
#haircareprofessional #buenohair #brushinghair

And for your CTAs on instagram, you may simply say either “Like and follow for more” or for your brand “Follow for more Bueno Hair tips”

End

Best Regards

Darius M.