

Hey Mushki,

I hope you are doing well, I'm reaching out to you from Instagram recommendations and came across it many times.

I have some acne scars and still deal with some breakouts here and there. I read some reviews on your products and it seems like your products do a good job dealing with those problems. I'll definitely be looking into using some of your products!

I went through your social media and Instagram posts and I realized there are a few areas where if you capitalized on it, you could be making even more money.

From my observations, I noticed that you guys aren't using a landing page. Is there a specific reason for that? In particular, it was the post about "the steps of starting a skincare routine". I believe that a landing page is a good way to tell customers about a skincare routine while also maximizing the chances of sales and revenue.

I would say using the "The steps of starting a skincare routine" post as a campaign. Use the Instagram posts as a funnel to the Landing page. That landing page will in return convert more leads for you as well as revenue because now customers will go directly to your website to purchase your products from the landing page.

I wrote some free examples of my ideas and please, feel free to use them for your marketing to start converting more leads and sales.

[Here are the free examples](#)

I'm looking forward to hearing from you. If you are interested, I would love to get on a call to discuss more.

Best Regards,
Raiyan