

# First Touch

Hey Arron,

Stumbled across your brand while hunting down a reliable source of seafood for my cookouts this summer. Your family-origin story had me hooked... (pun-intended)

I admire brands with genuine purpose and family founding like yours, not just a hunger for money.

I noticed similar brands (Sea to Table, ButcherBox, etc.) using a pattern in their Facebook/Instagram strategies to boost their conversions this summer that could work wonders for your ad-conversions.

Surprisingly, you aren't using it. So, I took one of your current ads and gave it a makeover. Check it out below.

I call it the "mental movie" method. It taps into the viewers imagination making them envision your delicious seafood at their own family cookouts.

The result? Hundreds of extra subscriptions, and loyal customers from your ad-spend. This is a cool opportunity for you to level up this season.

It's attached below, take a look and let me know if I captured your brand's voice?

Best,  
Jaydon

**Instagram/Facebook Ad Example: This is based on your current ad for the free scallops in your first box. This could also be tweaked to fit the video ads you're running for "Three signs you should be ordering from <brand>"**

Preview Text: How to be everyone's secret favorite family member at your cookouts this summer. 🍷🐟

...Imagine their smiling faces when you mention surf and turf for dinner...

Whether it's the 4th of July, or your regular weekend cookout, we guarantee you'll be the life of the party when you show up with wild-caught fresh Alaskan seafood.

Join over 100,000 others and get FREE scallops in your first box! 🌍



Family Founded



Wild Caught and Sustainably Sourced



Dedicated to Sustainability and a Healthy Planet



Delivered Right To Your Door

## Touch 2

What's up Arron,

Did you like what I sent over in the first email?

I used the "mental-movie" pattern mentioned in the first email and tailored it specifically to your brand. Give what I've sent a shot, I'm confident you'll see results.

Jaydon

## Touch 3

Hey Arron,

I put together another example using the "mental-movie" method using the video ad you're currently running for "Three signs you should be ordering from <brand>"

I've pasted it below.

Does this match the vision you had in mind for this campaign?

Best,  
Jaydon

# Breakup Touch

Hi Arron,

Touching base one more time. I see a few other companies that aren't using this method that I plan to reach out to, but I value your mission and genuine founding at <brand>.

I'm confident what I've sent thus far would bring you results, but I believe implementing the rest of the strategy in-full would be huge for your ad conversions this summer.

Do you have any questions?

If you aren't interested, no biggie.

Regards,  
Jaydon