

Outreach

SL: This may be important Jhon...

Hello, John!

It's good to see a business that values their products in a higher price range and also provides the customer with top tier products.

I've seen many beard care businesses change their market position by highlighting product quality in their marketing strategies.

Beardbrand (the top competitor) uses these 3 ways to leverage their premium quality, that could maybe work for you as well.

- They use clever marketing tricks to show off their awesome products in a way that really grabs everyone's attention.
- Inserting SEO optimized content in their copy to make their brand stand out in the search results.
- They focus on building a strong community with their marketing to make every person with a beard want to fit in.

If you are interested in seeing what more insights I might have for you, we could take this further.