Pains

1. They are having problems getting more customers, increase customer base, engagement seems to be lower than it was compared to 3 years ago,(Facebook posts have low likes, recent youtube video has few views and comments)
2. A clear-cut way to deliver results that leads to more attention and activity. A solid marketing strategy. Since, their current marketing is not working because the engagement has dropped.
3. Increasing LTV per customer, how to make customers keep coming back and pay more once they have achieved their goals.

Desires

1. They have finally reduced the downward trajectory and the customer base finally increased and more clients are getting in.
2. They found a solid strategy which makes their videos and posts more engaging and as a result activity has increased there (more comments, more likes and shares)
3. Customers have a reason to come back and add value because they are able to give more value back to their loyal customers

Email

Subject Line: Boosting Social Engagement

Hey there! (no given name)

Creating the best relationships can be a daunting task. Especially since there are many different relationship coaches out there, competition is fierce.

But when I saw your video "Staying Together After Cheating/ Surviving Infidelity" on Youtube, it shows your realistic thinking because it is based on what's in the person's control. This is absolutely based!

Although this video had a lot of engagement in the comments section and many viewers, recent videos of yours don't have the same heightening activity.

I suggest a different approach in these videos which shows a more entertaining side because most people don't care about heavy topics. This way viewers will be attentive.

I've sent a file below with a video script that you can immediately use to create more social activity in your videos and FB posts.

Message me back when you like what the concept I'm proposing, if not, nothing personal we're cool.

Sincerely,

Robyn

Attachment : Video Script.doc (Is this advised? Since If I put the Free Value in the body it would be long)