1. Define the Business Objective

- **Objective:** Capture interest by presenting a case study on customer retention and automation, positioning the client's solution as a reliable, proven system that could help the reader achieve similar results.
- **Key Result:** Encourage the recipient to click through to the demo link or reply with questions, piquing their curiosity about how this solution could work for them.

2. Choose the Funnel/Marketing Asset

- **Funnel Step:** Second outreach email, serving as a follow-up that builds on the benefits introduced in the first email.
- **Goal of Email:** Reinforce the automation solution's ability to drive customer retention, aligning with their growth ambitions and comparing it to the results seen by larger brands.

3. Define the Target Market

- **Segment:** Medium-sized cosmetics and e-commerce businesses experiencing growth and wanting to compete with larger brands like L'Oréal.
- **Key Characteristics:** Driven by growth goals but cautious about ROI and implementation challenges. They value results, scalability, and relatable examples from industry leaders.

4. Analyse the Current State

- **Awareness Level**: Solution-aware (Level 3). They're aware of automation as a solution but might be unsure if it's suited to their needs.
- **Sophistication Level**: Moderate to high (Level 3-4). Likely familiar with some digital tools, they may need convincing on the advanced benefits of AI-based automation.
- **Current Desire**, Trust, and Belief Levels:
    - Desire: 7/10. They want solutions to scale customer service but need assurance of a worthwhile ROI.
    - Trust: 5/10. Moderate trust level; need relatable success stories to feel more comfortable.
    - Belief: 6/10. They're starting to believe automation can work but need specific proof to be convinced.

5. Define the Desired Actions

- **Primary Action**: Encourage them to click the link to the demo or case study.
- **Secondary Action**: Prompt them to reply with questions or interest.

Subject Line: *Retain Customers Like L'Oréal*

You know the feeling—you've invested time, budget, and energy to attract visitors, only to watch most leave without engaging. Our client, SARL SAKAT Real Estate, faced the same struggle, with 6 out of 10 visitors slipping away.

Now, with our automated system, they're capturing interest 24/7 and have boosted retention by 70%. Their team is free to focus on growth, while the system handles inquiries and lead capture seamlessly—even after hours.

Here's what **SARL SAKAT's** owner, Matt, shared:

> **"Our online presence has grown, and every morning we see a fresh list of new leads captured, thanks to the system you built."**

Imagine delivering the same experience as brands like [Top Brand], turning visitors into loyal customers. Curious to see it in action? Watch a quick demo here: [Video Link Here] or try the chatbot live on our site: [Website Link Here].

Looking forward to your thoughts,

[Your Name]
[Your Position]