

Hi Michelle,

I really like how your branding is centralised around the Tropical theme, specifically the use of vibrant colours on your website and in the services you offer. This definitely makes your customers feel welcome and relaxed in your nail salon.

I was going through your Instagram posts and realised the caption doesn't enhance engagement as well as it should so...

It actually sparked 3 ideas for new Captions you can test out to help you increase your engagement on your posts at the bottom of this email.

If you like what I've done, I have more ideas stolen from top markets that reach thousands of views on their Instagram daily that I would like to share with you.

Please let me know!

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[IMAGES BELOW of the 3 Captions]

Caption #1:

New year, new you? Unwrap the exclusive nail creations designed just for you! 🎀

Our artists turn nails into masterpieces, ensuring you leave with a one-of-a-kind look. 💎

Ready to experience the exclusivity? #TropicalPopical

Caption #2:

Nails that don't just look good, but elevate your mood! 😊 Our fresh designs aim to make you feel confident, bold, and fearless. Boost your mood through your fingertips 💎
#TropicalPopical

Caption #3:

Step into the season with the latest nail trends! 😎

From lively spring colours to the warm sunny summer ☀️, our artists keep you on-trend.

Discover what's in-store for you! #TropicalPopical