

Industry: Alternative Health Spa

Context: Their business name includes the words “5 Stars” hence the subject line.

Subject Line: 5 Tips to get 5x more 5 Stars

Hi, (business owners name),

Just wanted to congratulate you on the many news articles your business has inspired over the years, especially the one from *(local news outlet)*.

Not an easy task getting recognized as many times as *(business name)* has.

However, I noticed your website is outdated and you have a completely separated, and hard to find, website for your merchandise alone.

This is making it confusing for those wanting to learn more about the alternative health solutions you offer as well those wanting your products.

This is costing you **MONEY!**

A simple redesign, as well as a few other tweaks in your marketing, specifically on social media, can increase your **audience** and **profitability**.

Redesigning your website will make it easier for your customers to navigate, leading to more clicks, leading to more purchases and online bookings.

As a professional in the marketing industry, I am able to expertly implement these changes, increasing your engagement and daily website viewership by at least 25%.

There's more about this I would like to discuss with you, so let's book a call to discuss it in detail!

Best Regards,
Peter Merrick