

SL: stick to the basics.

Hi, <insert name>.

Don't tell anyone, but I used to hate the 'marketing fundamentals' module we had.

2-3h lectures, full of boring marketing principles, every session just felt like a chore.

Scrolling through social media I stumbled across your website, and let me just say, <insert compliment>. But allow me to suggest that using the marketing fundamentals on <insert product> will have a major positive effect. Allow me to explain:

After graduating, building an e-commerce, and working as a freelancer, I discovered that the contents of the marketing fundamentals lecture I had, are the one thing a marketer needs to keep in mind to ensure success.

On my first day taking that class professor McMillan wrote a giant sentence on the board that has since shaped my marketing views immensely: disruption and intrigue build curiosity. Curiosity builds interest, interest sells.

And applying this principle in email sequences, product landing pages, and even using the pictures in any instagram/facebook post to disrupt, and intrigue the viewer, has helped me raise my e-commerce sales tremendously as well as the sales of every marketing customer I had.

<insert name>, I can also help apply these ideas to <insert product> in a zero risk, probation service if you like.

I've also attached to this email a file containing some of the work I've made in the past week, for both my clients and my e-commerce business.

Let me know if you wish to discuss this further.

Best regards,

Jimmy.

Marketing MSc graduate at York St John University.