

SL: Why not Pinterest?

Hi there, {name}

Compliment: I bumped into your site while looking for some {product} and I really liked your seasonal offer “product” as a spring pleasure with 3 different types of ingredients.

However, I couldn't help but notice that you do your best in engaging and promoting your products on Instagram, Twitter and Facebook, but the results are far from perfect due to the low engagement from customers.

Correct if I'm wrong.

I've seen a trend in your niche that brands focus on Pinterest as a top funnel to pull people into your site and boost brand recognition in your local market.

Instagram and Pinterest go hand in hand.

If you'd like to see what I have in mind for fixing your brand's low engagement, do you have time this week for a 15 min call to discuss?

All the best

Alex

----- UPGRADED VERSION BELOW.

SL: Why not Pinterest?

Hi there, {name}

Your {product} as a spring delight with 3 different types of ingredients kept floating in my mind while thinking of some smoothie recipes.

I noticed you've been working really hard to promote your products such as seasonal offers as well as your new upcoming products on Instagram, Twitter, and Facebook!

It's a great opportunity that you're putting yourself out there. I just wanted to offer a bit of feedback that I think could help you even more. I've noticed that engagement from customers seems to be lower than expected.

How come you don't have a Pinterest page?

Instagram and Pinterest are like a cat and mouse - always chasing each other around! They're the perfect pair for keeping the eyes and inspiration hopping.

I've seen a trend in your niche that brands focus on Pinterest as a top funnel to pull people into your site and boost brand recognition in your local market.

If you'd like to brainstorm some of the ways to improve your sales, we can make a 15 min Zoom call.

I am available on Thursday at 3pm, Friday preferably closer to morning around 10am, and Monday around 5pm.

Email me back, what suits you the most.

All the best

Alex