

Hey Davina,

I was on Instagram and scrolled to one of your posts regarding sleep issues. I loved that you brought attention to it as a lot of people, including myself, are sleep-deprived. The best cycle is to Rest Relax and Recover 🙌!

I have found some strategies that bigger skincare brands such as Blu Atlas, CereVa and Proactiv+ use on their main landing page to connect more with their clients and get better conversions.

What I'm suggesting will work perfectly in your case as there is an enormous amount of content around skincare products, this small tweak will increase the effectiveness of your landing page.

This will work on so many levels because it will target your customers' main desire to get a skincare routine, they just need to find the one they can trust 😊.

I broke it down into a Google doc, alongside an example for your better understanding. What better way to kick off our relationship than by providing you with a small marketing prop?

So, are you interested in seeing what I came up with?

Anonymously,

Iman Soliman