

SL: Are you ready for this?

Hi Nicolas,

Firstly, congrats on reaching 81k followers on Facebook. It displays the genuine relationship you have built with your audience by way of captivating content and deep exchanges.

As someone passionate about fragrances, I see a unique opportunity to leverage this passion and knowledge to elevate your brand's marketing efforts.

With such a dedicated and interested audience, there is a ton of room to explore new directions that can strengthen your online presence.

I've been thinking about how you can take advantage of this for your brand.

I noticed you weren't running any ads on Facebook. So I decided to examine the Facebook advertising strategies of industry giants like Tom Ford and Givenchy to see what you could leverage for your brand.

The strategy that they are using consists in using a sense of scarcity to create a sense of urgency and both ads use strong action verbs and imagery to create a sense of desire for the product.

Introducing the "Scroll-Stopper Strategy", the goal of this is to boost your audience and sales through this implementation.

I want to present this idea to a company that will have a positive effect on people's lives. I think that brand might be you.

I'm confident that this idea can have a positive impact on your brand and your audience.

To give credit to you and your brand, I've attached an example of an ad you can run on Facebook.

Hi Nicolas,

First of all, congratulations on reaching 81,000 followers on Facebook. This shows the real relationship you have built with your audience through engaging content and intense sharing.

As someone passionate about fragrance, I see a unique opportunity to leverage that passion and knowledge to enhance your brand's marketing efforts.

With such an engaged and interested audience, there's plenty of room to explore new avenues that can strengthen your online presence.

I've been thinking about how you can reap the benefits of your brand.

I noticed that you didn't run any ads on Facebook. So I decided to investigate the Facebook advertising strategies of industry giants like Tom Ford and Givenchy to see what you could leverage for your brand.

The strategy they use is to create a sense of scarcity to create a sense of urgency, and both ads use strong action verbs and imagery to create a sense of desire for the product.

The introduction of the "Scroll-Stopper Strategy" aims to increase your audience and sales through this implementation.

I would like to introduce this idea to a company that will have a positive impact on people's lives. I think this brand could be you.

I am confident that this idea can have a positive impact on your brand and audience.

In recognition of you and your brand, I've included an example of an ad you can run on Facebook.