

Subject Line: Charlotte, did you notice this?

First, let me say that I love your night shift cleansing balm. It's the only cleanser that's actually improved my skin.

I was on your IG page and noticed you don't use hashtags in your bio. In 2018 The Ordinary started doing this, and their engagement with their sales increased by 73% in just 14 days.

I have a few different ideas on how you could also get people focused on your products and make many more sales.

Would you be against hearing some of my suggestions?

Problem: Low follower count Low engagement

Solution: Replicate what other successful skincare companies have done (Burrowed Authority)