

SUBJECT: **Your Brand Can Become a Star Overnight!**

Hi Sarah,

Ever noticed how you hop on socials and there's always this one trending video, sound, or challenge?

And you're just thinking, "What does it take to go viral like that?"

Well, we have an answer for you!

We are WEIRD COLLECTIVE, a dynamic agency specializing in branding and social media management solutions.

We'll be the first to tell you that it doesn't take much to go viral! You'll often hear that to rank higher, you have to produce well-thought-out content, but that's not always the case.

Take [Brittany Dawn](#) for example, In 2019, she posted a simple video of her performing a resistance band workout in her backyard.

The video quickly gained traction, receiving thousands of likes, comments, and shares within hours of being posted.

As a result, Brittany Dawn's following skyrocketed, and she gained widespread recognition as a fitness influencer practically overnight.

Anything can go viral if it resonates with viewers and taps into their needs and interests!

That's the secret sauce to going viral: create and publish content that aligns with your audience.

You can't expect great results if you're claiming to be a mental health advocate, but you post content about hair dyes.

Boosting brand awareness starts with knowing your audience.

As an influencer with a waist trainer brand, ask yourself: Who'd dig a waist trainer? How do I get this thing in front of them?

At WEIRD COLLECTIVE, we're all about rocking the digital marketing world, especially for awesome female entrepreneurs like you.

We can help you give your brand the spotlight it deserves!

Better yet, we can help you go viral!

How? Check out our awesome [success stories](#) from past clients and see how our services have totally changed the game for them!

Hear directly from satisfied clients who are happy about the real results they've seen from working with us.

Let's chat and see if we can achieve the same results for you! Schedule a free consultation with our awesome experts today!

Visit www.weirdcollective.co.za/contact-us/

We hope to hear from you soon!

Cheers,

Samantha
Head of Operations
WEIRD COLLECTIVE