

Customer List and Social

Email List (Klaviyo): 350K+ subscribers is a significant reach for direct marketing. Email campaigns will likely have the highest conversion potential since subscribers have opted-in to receive content.

Customer List: 100K customers indicate a solid base of engaged buyers, which could be leveraged for repeat purchases, upselling, and brand advocacy.

Social Media Presence:

Instagram (48K) and **Facebook (30K)** followers are healthy, providing a strong platform for visual content and community engagement.

YouTube (16K) can be valuable for long-form content and tutorials, though it suggests more effort could be placed here to maximize video marketing.

TikTok (7K) shows potential for growth, especially with its trend-driven, short-form content that's highly effective for brand exposure and virality.
