

MARKET

Current State:

Lets Bake Cake/Cookie

Lets try the new recipe I watched Online

Desirable State:

Fresh Cake/Cookie baked and ready to feast upon with friends/family

Roadblocks:

Miss Ingredient(s) or Tool(s)

Solution:

Lets buy the ingredient/tool online

Product:

Bakery Supplies

My Client

Current State:

Low conversion rate on new Website/IG
NOT ENOUGH ONLINE CLIENTS

Desirable State:

More Clients Ordering online via Website and IG

Roadblocks:

Not attracting attention on new Website
Not Monetizing attention on IG

Solution:

New google ads for website
New Funnels for website
Improving website SEO
Promotion on Social media (IG)
Meta ads

Product:

Hiring a copywriter like me

