

## Improved

Day 4:

Niche: **Health and Wellness** E-commerce Video Editing Services

Sub-Niche: **Nutritional Supplements**

Service: Short-Form Video Content Creation/ Ad Creation

So, I have conducted research on 2 big companies in my niche with a social media presence. Both businesses have average social media following.

### Bare Performance Nutrition

Their social media presence is pretty decent, and they post frequently on Instagram, Facebook, and YouTube, whereas when it comes to X, they haven't posted in over 9 months and have a very bad performance in X. Short-Form content works for this brand; some long form also works, but short form is the best.

- **Facebook**

- They have 39k Followers on their page, but they have very low interactions; only a few posts have interactions over 100, and the rest all range between 10 to 90.
- They never reply to customers asking questions about the product or address concerns regarding product contents.
- They haven't got many products promoting photos of the product, but a lot of workout videos and interactions with athletes, and some of the videos are also poor quality.
- **Overall Verdict:** They have a decent following on Facebook, but the interaction on the posts doesn't mean how many people they are following, which means their videos, and posts need to be improved to gain more interactions and build their page as well.

- **YouTube**

- They have 29.9k Subscribers, which is not bad.
- On YouTube, they have Low-to-average interactions; on each video, some have high views with a few comments, and some have low views with 3-4 comments.
- Most videos promote athletes, and I don't see many videos where they are showcasing their products. Posting is not frequent; some videos are 1 week or 2 weeks apart, and some videos are 1 – 2 months apart.

- **Overall Verdict:** They have a decent following on YouTube but aren't getting as many interactions as they should be.
- **Instagram**
  - They have 312k followers, and this social profile is by far the best out of the others, as they get the most interactions, views, and likes on this social account.
  - There are a few problems like they don't answer customers' questions in the comments.
  - They collaborate a lot with athletes, and many videos promote athletes, but not many product-promoting videos. Also, their product showcase videos are simple; they just have a few images added together and made into a video with transitions. Overall, the content is pretty good and gets views.
  - **Overall Verdict:** They have a decent following on this platform, but this can be improved by better video, more showing of products, and mainly answering customer questions, which will help build the brand and let them gain more followers and more sales.
- **X**
  - Very, Very Low interactions.
  - This is one of the worst social accounts for this brand yet, as they haven't maintained it all. The last post on this account was almost 9 months ago.
  - The posts, images, and videos are ok but can be greatly improved.
  - **Overall Verdict:** Its performance is very bad; needs to improve this by posting very frequently, improving the page, and posting high-quality videos.
- **Website**
  - Their website is simple but professional.
  - The statistics show a total visit of 373.5k last month but a bounce rate of 47.04%. The customer spent an average of 1 minute 44 seconds on the site.
  - Most of their traffic is organic, which is 46.52%, then second rank comes with direct traffic, at 26.95%, and then paid traffic comes into play with just 14.1%. Which means their ads aren't effective enough to bring in more customers.
  - **Overall Verdict:** Their website is fast, nice, and simple, but their paid ads are working, and they have a high bounce rate, which means that customers are running into issues or not finding the product they need.

- **Overall Overview:** This brand is pretty good when it comes to social media content, but its video content can be improved by doing more product showcase videos, posting better videos, and making better ads to drive in more traffic, increase followers, and increase sales for the brand online.
- **Problem to solve:** Produce better content, respond to customers' concerns, and create better ads to increase sales and gain followers on social media.

## Optimum Nutrition

This is a very well-developed brand, but I have noticed some issues. Their presence in the community is very good, but when it comes to social media, only certain types of content work well for them, sometimes short form and sometimes long, depending on how well the video is. On YouTube, there are a few videos with thousands to millions of views; these are very only several videos, and the other videos only have a few hundred to 10k views. Short-form video content works well for this brand, but certain long-form video also works.

- **Facebook**
  - They have 2 million followers, but their most recent only has 21 reactions, 0 comments, and just 2 shares, which showcases a very bad presence on Facebook. This needs to be improved with better content and more eye-catching videos and photos people want. Few of their posts or videos have good views, comments, and likes, but these are too few with that many followers.
  - They do have very good product promotion images and videos. They are collaborating with big brands like McLaren, but these videos aren't getting as many views or reactions as they should be.
  - They have very few videos and poor promotions to showcase currently running sales.
  - One of the most HUGE errors is that several of videos they posted was titled the file name; I saw several videos with the file name, an example of one video was this: 'ON\_PostPrimeDay2\_1x1.mp4'. This was a video they posted, and that was the title of the video; it was a promotion of a sale and had that title, which is a big mistake.
  - **Overall Verdict:** The videos they post some are good and some are bad, which is inconsistent, which leads to bad views and engagement, some of the promotions are done excellently, but some are done super basic, which leads to bad views and reactions. This needs to be improved, with better video creation.
- **YouTube**

- Some videos that prompt the product, are super basic, some videos are very good, these videos got millions of views, whereas the other videos only got a couple hundred views.
- Most of the videos expect a few videos have views under 5k, even though they have 87.2k views. Some videos have, millions of views, which promote the product, this showcases that the video creation is not consistent.
- They don't respond to customer's comments, who are asking questions on YouTube.
- **Overall Verdict:** They have a Decent performance on YouTube, but there aren't consistent with the type of videos they are posting; hence their videos and subscribers aren't increasing.

- **Instagram**

- They have Low interactions on their posts, and few short form videos aren't performing well, even if they have 662k followers on Instagram they are only getting views between 1k to 10k. Whereas some other content they are getting pretty good views and reactions.
- They are responding to customers on Instagram, answer their questions, helping them, and addressing their concerns.
- The way they showcase their product in Instagram can be improved by a lot, as its basic to average video style.
- **Overall Verdict:** There very active on Instagram, and they are doing well with interactiong with customers, but they can improve on video content, to improve the reactions, and interactions with customers

- **X**

- Very bad, like very bad, they haven't posted on this platform in 2 years.
- Though they haven't posted they are still responding to customer concerns by replying to their comments and helping them with their issues and solving their problems.
- **Overall Verdict:** The is very bad not to post on this platform, but there are still actively replying to customers issues, this account can be improved, if they start posting content again, as well as interact with customers at the same time.

- **Website**

- The website itself, takes a while to load, but the website looks professional.

- The statistics on the website, is decent but can be improved as it has dropped from last month, the visits of last month were 756.3k, with dropped 4.5% compared to the previous month. Also, there is a bounce rate id 52.22%, which means that people are leaving the site after they see the front page. The customer stays an average of 2 minutes 25 seconds which is a decent time, but can be improved, with better and more informative pictures.
- The main traffic to this website is organic, which is 63.15%, then direct traffic which is 18.69%, finally paid traffic, which is 11.17%, which indicates that paid traffic isn't working that well for them. Meaning that there ads aren't working well and that they need to be improved.
- **Overall Verdict:** The website is good, but the loading speed needs to be improved, and there needs to be more eye-catching images for customers to stay, and reduce the bounce rate, and improve paid ads, so that there will be mor visits and sales.
- **Overall Overview:** This brand is very good, and update to date in most aera except one, other than that this the best running brand, but this brand can be taken to the next level, if they improve their content, and increase their interactions on social media, which will lead to more sales and brand awareness, and growth.
- **Problem to solve:** Improve their content, and create better ads to increase sales and gain followers on social media, and start posting consistently on X.