

CLIENT ASSESSMENT

3 CLIENTS WITH ICP:

9157 followers USA Hypercars mid growing business

8757 followers Exotic Cars mid growing business in Chicago

32,1K followers A bit bigger business but matching values and journey

Perfect Client: 9157 followers USA Hypercars mid growing business

Desperate for Sales

Growing

Already has audience and some sales

Willing to pay money

Interested in innovation

Niche: Car Rentals and Dealerships

SERVICES THEY NEED

- **Innovative and Actually Engaging Ads(Tate Style)**- I can see they have views and now are really focusing on trying new types of ads or just straightaway repeating the same things that doesn't work
- **VSL**- Their website lacks visual engagement content, but this would be an upsell.
- **More followers considering buying**-I can see they are lacking sales in comparison to their views and comments, which means they need redirection from just liking to buying. Growing their accounts is obviously another upsell but I can clearly see that's not their main focus right now.

QUESTIONS

- 1. How do you make sure your audience wants or at least is clued to really buy instead of just liking and enjoying the views of the car**
- 2. How do you mainly redirect followers to customers in your profile?**
- 3. How do you invite the customers to discover more about your cars and especially about your brand?**
- 4. Would you consider selling any other smaller ticket product than cars?**
- 5. Would you consider adding a VSL to your website as a welcome funnel from my ads?**