

30 DAY FAST MONEY CHALLENGE (DAY 6)

Niche: Online Health Vitamin/ Supplement Stores.

Service: Short form Content.

Prospect 1:

Has a basic website but no video content and 79k views last month. 62% from paid ads and 3% social media. Low engagement on social media even though present on most platforms, inconsistent posting mostly pictures and no video content.

Solution:

- Create short form product ads with cta for social media to drive new traffic/customers to their website.
- Make a video for their landing page to immediately capture the visitors attention and keep them interested in the brand.
- Make shorts for social media with some of the customer testimonials and product benefits.

Prospect 2:

Decent looking website 114k visits last month and has an email sign up, 65% of traffic coming from paid ads and only 1% coming from Socials which is all you tube. They only have 17 followers on Youtube and have a few basic videos but haven't posted since 2022. 2k followers on facebook and only about 1k on instagram.

Solution:

- Create engaging short form videos for their social media especially you tube to increase brand awareness with cta to shop and also email sign up.

Prospect 3

Good website 94k views last month. Most of the traffic 70% comes from organic and direct search with only 5% from paid ads and 1% socials. You tube has 80 videos on some long form alot from podcasts and short form both could do with improvement.

Solution:

- Chop up long form youtube content and podcast videos creating engaging shorts to get new buyers to their site.

- Make short form product ads to use for their paid ads to increase conversions. I think this brand with the right marketing and social media strategy could become a big player in this niche.

Prospect 4

180 k website views last month 70% organic and direct search traffic 20% from paid ads and only 0.8% from social media. A few videos on you tube very basic, boring and not much following but 190k followers on facebook but not much engagement on their video content.

Solution:

- With the large facebook following but not converting the followers to buyers. I would have a big push on facebook reels creating engaging short form ads on products including customer testimonials and product benefits with a cta directing customers to their site.

Prospect 5

100k website views 64% paid ads and only 5% from socials. Presence on all social media but a few 100 followers at most. Zero video content at all traffic all coming from paid and organic search.

Solution:

- Create engaging short form ads and educational product videos to build an online presence, increase brand awareness and drive new customers and traffic to site.

Prospect 6

80k Website views with 80% of the traffic coming from organic and direct search 15% socials and no paid ads. Site is well done and has a blog that is helping them with the seo traffic. Instagram 16k, facebook 11k. Best socials of the prospects so far. Regular posting short for videos, product posts and testimonials but only basic.

Solution:

- Make better short form ads/product videos for their socials, Integrate ai and usings transitions to make their content more interesting and engaging with a cta to convert their social media following into customers,

Prospect 7

Only 35k website traffic with 80% organic and direct search, 15% socials from facebook and 2% paid ads. I know the website views are low but They have 11k followers on instagram and post consistently but are struggling turning those followers into customers.

Solution:

- Repurpose their content into more engaging shorts as their existing is pretty boring. Chop up their videos talking about products using b roll and effects to make them more exciting,
- Attack the customers pain point to dreamstate journey in the ads keep their attention to the cta at the end,

Prospect 8

64k website views, 90% organic and direct, 7% Paid ads and 0.9% Socials. 3k followers on facebook under 1k on instagram. Zero video content over all platforms, only pictures and customer testimonials.

Solution:

- Create short form video content for their socials to build their brand online. Creating engaging video ads, product videos and customer testimonial videos. With cta driving new customers to their site.

Prospect 9

A wild card for the last one. 6k website views 88% organic and direct search 12% socials. Instagram 11k. I know their website visits are super low but this is a local company to me. I really like their products. I have bought them in the past and it is someone I could see myself working with long term. They have well filmed video content but the editing is very basic,

Solution:

- Repurpose their existing content and create video ads for their products.
- Their behind the scenes footage of them making their products is good but the way it is presented is not, Cut that up and create a more engaging video to spark interest about the product with a cta at the end.
- Educational shorts on the product benefits would do well for this prospect.