

Top player analysis -

Top player 1 - [Medusa Auto Detailing](#)

Funnel 1 - SEO/Google ads → Website → Book now/Message on Whatsapp → Car detailing

Strengths -

1. Capitalises on high-intent buyers
2. Demonstrate social proof at the top of their website with 5-star reviews
3. Have a video in the background which grabs their attention and shows their dream state
4. The “book now” button is easy to find as it’s highlighted in yellow
5. They offer a subscription program which maximises LTV
6. Clearly show which areas they operate in

Weaknesses -

1. The way their offers are laid out could be confusing to their customers as they may not know the difference between the different services
2. They don’t make the subscription program obvious, most people will go on their website and not know they offer that, considering they’re high-intent buyers they should try and capitalise on it and could do a pop-up offering 20% off each appointment if they subscribe or something like this.
3. They don’t come up on the Google My Business part of the search engine
4. Not retargeting people from their website

Funnel 2 - Social media content → Social media profile → To their website → Book appointment

Strengths -

1. A combined total of 6k followers between Facebook and Instagram showing social proof
2. Clear CTA in their bios

3. 2 of their pinned posts on Instagram are of sports cars which demonstrates social status as they know the people who own them
4. They have a picture of them looking friendly and approachable

Weaknesses -

1. They are not getting much exposure with none of their posts getting over 100 likes
2. If they copied some of the content from [JC Auto Detailing](#) they could probably get more exposure and in turn more leads
3. They've done lots of before and afters on their Instagram highlights but haven't included many good reviews.

[Funnel 3](#) - Facebook ad → Website → Booked appointment → Appointment

Strengths -

1. They may be able to gain new leads doing this
2. One of their ads disrupts the reader's scroll effectively
3. They give the customer three easy ways to contact them
4. They used emojis in their copy which may help disrupt the scroll

Weaknesses -

1. 2 of their ads don't look like they'll stop people scroll effectively
 2. The copy is quite long and could bore them
 3. In their copy they haven't given them any reason to buy, they haven't amplified their pain, or dream state or created any urgency.
 4. They likely haven't tested pain and desire statements and because of that, they don't know how to motivate the customer to buy.
 5. Haven't built any social proof which is important because most people won't know who they are.
 6. They're targeting people who are low-intent buyers and probably don't have the desire to have their car cleaned which is probably causing their ads to not convert well, they'd convert better if they were retargeting people from their website as they are already interested.
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Top player 2 - Jewels Passion

Funnel 1 - Google ads/SEO/ Google business profile → Website → Booked appointment → Appointment

Strengths -

1. Clearly show what areas they cover
2. Video at the top of their website to show their dream state and grab attention
3. Have their scheduled appointment CTA at the top of their website
4. Included all the companies they've worked with which shows social proof.
5. They have an email list which they could use to maximise LTV

Weaknesses -

1. Could make their schedule appointment CTA clearer by highlighting it, most people are high-intent buyers and already know they want to get their car detailed.
2. Their website is quite text-heavy when you scroll down and some people may not want to read that
3. They try to build their social proof in a large group of text and the problem is people may not read it, it would be better to put a trust pilot and Google review icon at the top of the site.
4. Their email list is hard to find because they're high-intent buyers and are likely going to buy anyway it would be good to offer a discount for their email for example 10% off your appointment if you sign up to the email list.
5. The link to their Instagram on their website doesn't work.
6. Not retargeting people from their website

Funnel 2 - Social media content → Social media profile → To their website → Book appointment

Strengths -

1. A combined total of 6.7k followers between Facebook and Instagram shows social proof
2. Clear CTA in their bios
3. All 3 of their pinned posts on Instagram are of sports cars which demonstrates social status as they know the people who own them

Weaknesses -

1. They are not getting much exposure with none of their posts getting over 100 likes
2. If they copied some of the content from [JC Auto Detailing](#) they could probably get more exposure and in turn more leads
3. Reviews can't be found in their Instagram highlights easily
4. They don't have a picture of their team which makes it feel less personal

Opportunities for both -

1. They could partner with another detailing business not in their area and become an affiliate so anyone they can't reach can still make money.
2. They could set up a DM automation system so that when people come to them via social media they have the option of booking via social media and not having to go onto their website.
3. They aren't retargeting people who have visited their website which if they did would probably convert well as they're interested in the service.