

## BIAB Homework opportunities

### **Company 1: JDH byg**

**Niche:** Carpenters

**Website:** <https://www.jdh-byg.dk/>

**Instagram:** <https://www.instagram.com/jdh.byg/>

**Linkedin:** <https://www.linkedin.com/company/jdh-byg/>

**Facebook:** <https://www.facebook.com/jdhbyg>

### **What would I do for them?**

Since they already post decent content across all their media I would start advertising on Facebook and LinkedIn. Then I would create a landing page that would look like their website.

### **Why would I do that?**

I would advertise on Facebook to get a hold of one out of two of their target audiences. The homeowners I believe there are more homeowners on Facebook than on Instagram as homeowners often are a bit more mature and therefore would prefer to be on Facebook.

I would advertise on LinkedIn to catch their other target audience. The business owners since the company also build/renovate business offices and business buildings like restaurants or bars. Business owners are often more on LinkedIn than on Instagram and Facebook since it is a bit more professional media.

The landing page is to get the customer sold on their product and give them multiple chances to fill in their information and as a result, get the company closer to getting new clients.

### **Company 2: Crlogistics**

**Niche:** Logistics

**Website:** <https://crlogistic.dk/>

**Instagram:** <https://www.instagram.com/crlogistic2019/>

**Linkedin:** Doesn't exist

**Facebook:** Doesn't exist

### **What would I do for them?**

I would start by deleting most of the Instagram content like everything that isn't professional looking. Then I would create a Facebook and a LinkedIn account. I would focus the marketing on Facebook and Instagram.

### **Why would I do that?**

I believe that most people who want to pay for help moving are young people 25-30 years old or families who might want to move into something bigger they would be 30-45 years old I Believe Facebook and Instagram combined cover this age group quite well with Instagram being best for young people (25-30 years old) and families (30-45) I think that Instagram would have the highest amount of people ready to move so I would focus mostly on Instagram. But I would still test on Facebook