

Top-Down Analysis for Content Offer

1. Company Overview

- **Industry/Niche:** Custom PC building and Consulting
 - **Products/Services Offered:** Short form content
 - **Target Audience:** Teens and young adults
 - **Key Competitors:** MicroCenter, Newegg, PC Part Picker
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2. Current Content Strategy

- **Content Types Produced:**
 - Long form vlogs
 - pc build reactions
 - relatable shorts
 - Showcases
- **Content Channels Used:**
 - Tiktok- 40k Follows
 - YT- 12k Subs
 - IG- 35k Follows
 - X- 360k Follows
- **Content Frequency:**
 - Tiktok- here and there (inconsistent) not listed on website
 - YT- weekly and barley any shorts and no links to website or products
 - IG- Few times a week
 - X- Few times a day
- **Content Themes and Topics:**
 - Surprise custom PCs
 - Hardware comparisons
 - Custom build showcases
 - Streamer Testimonials
- **Content Performance Metrics:**

All socials usually have around have views 1/10th of the following or lower depending on content

3. Audience Analysis

- **Demographics:**
 - Mix of males and females who are younger who are interested in streaming and content creation around gaming usually
 - **Psychographics:**
 - Interested in gaming and streaming
 - Love aesthetics and performance
 - Want a personalized set up
 - **Content Preferences:**
 - Streams and SFC or informational LFC
 - **Engagement Patterns:**
 - More engagement usually happens when there is either an influencer involved or there is a cool Custom print case build
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4. SWOT Analysis (Content-Focused)

- **Strengths:**
 - Custom Printing and cool designs of cases for content creators and normal customers
 - **Weaknesses:**
 - Internal weaknesses in current content approach (e.g., inconsistent posting, lack of direction to products, lack of diversity in content types and lack of clarity on significance of custom print cases).
 - Low traffic to site (7k visits per month)
 - **Opportunities:**
 - SFC to help create more engagement and awareness
 - Testimonials of both normal and influencer customers
 - VSLs and email list building
 - **Threats:**
 - market saturation
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5. Content Opportunities Identification

- **Content Gaps:**
 - SFC.
 - Attention grabbing videos for possible customers who are unaware of brand and don't care about them personally
- **New Content Ideas:**
 - More Testimonials
 - Simplified explanations
 - Better attention grabbing showcases with direction to visit website

- **Enhanced Distribution:**
 - Improve Tiktok, IG and YT shorts for better engagement and conversion
 - Leveraging social media ads and optimizing for SEO.
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6. Recommended Content Strategy

- **Short-term Goals:**
 - Make SFC better and more frequent to increase traffic that wants to buy.
- **Long-term Goals:**
 - Get more testimonials
 - Make more simplified informative LFC for main page and increase traffic to site
- **Content Creation Plan:**
 - Create ad like SFC that is also engaging and interesting
- **Performance Metrics:**
 - Increased web traffic, higher engagement rates, improved conversion rates.