

Niche - Health
Sub niche - Nutrition

AG1 Athletic Greens

1. Perform full research on their target market and avatar.

Target market - The Target market for AG1 (A supplement that supports gut health) is for consumers who want to make a good change in their health in a convenient way like a scoop that is used daily for noticeable health benefits.

Avatar - The avatar is Josh who works at a whole foods market and isn't focused on his health. Josh's diet is quite bad and his overall gut and energy is not healthy. Josh wants to make a change to his health but doesn't know where to start.

Josh eats fast food almost every day and has stomach pain during his day. He wants to be more healthy but is confused about all of the choices there are and doesn't know what to do.

2. What are the reasons customers decide to buy?

The reasons customers decide to buy AG1 is because:

- 1 - Consumers have read the reviews and have seen that many people are noticing good changes to gut health.
- 2 - The website adds trust by putting the opinion of professional Athletes and health experts who have tried the product and are recommending it.
- 3 - Show benefits of taking AG1 and testimonials to prove them so the consumers feel trust in the supplement.
- 4 - CTAS are scattered all over the website telling the consumer "get started" and "Get **Your** AG1"
- 5 - The website gives multiple bullet points on why consumer should try AG1
- 6 - The website lists their certification in manufacturing with their "gold standard testing" and shows the certificates. This makes the consumer feel more trust because the website shows authority and ingredients.

3. How are they getting attention?

AG1 is getting attention through social media like Tiktok, twitter, instagram, and Facebook. The company also uses paid advertisements in Youtube.

AG1's content is a solution to overcome complications of vitamins and staying healthy. AG1's posts also show that their product doesn't need effort nor sacrifice and show that any consumer can reach the dream outcome. AG1's posts also include reasons on why a consumer should buy AG1's products and how it would be much easier to use their supplements instead of others. AG1 posts testimonials from other consumers showing satisfaction.

4. How are they monetizing their attention?

AG1 monetizes their attention with an organized website with CTAS scattered everywhere and values also scattered on the website. Once the consumer clicks on one of the CTA's AG1 offers a bundle with a discounted price which makes the consumer feel like they are getting value out of the purchase.

5. What is the brand doing better than everyone else?

The brand's website has a trendy design and is organized. That allows the consumers to feel trust. The brand also posts a lot and keeps up to date on trends to follow so they can intrigue more people.

6. What mistakes are they making?

The brand doesn't show people how to get the product in their posts. Many people in the posts want to buy it but get confused.

7. What can other brands in the market do to win?

Other brands can adopt the style of website AG1 has and offer more values. They can also post content on social media talking about the brand and posting values. Other brands can add testimonials in the website and CTA's.