

Strengths

1. They run ads on Facebook, IG, and Pinterest, Yelp, and Google.
2. They have a Website.
3. They have a decent following on IG and Facebook.
4. They post consistently. They make Lab-grown diamonds something unique.
5. Google Analytics
6. SEO Schema
7. Facebook Pixel
8. Google Pixel
9. LinkedIn Analytics

Weaknesses

1. They only talk about themselves.
2. The website is confusing and needs a makeover.
3. They have 3-4 websites.
4. Their ads take clients to different websites.
5. The ads have the same copy just different images.
6. They are testing multiple ads all at once.

Opportunities

1. 1 Website will solve the problem of losing clients getting confused or lost.
2. Testing a single ad instead of 6 at once will give us data on what's working and what isn't.
3. Making ads that solve an actual problem of clients instead of just talking about ourselves is better.

4. Could use short videos they make to create amazing ads instead of using pictures.
5. Could make short-form educational videos about lab-grown diamonds and use them to redirect the clients to the website or a blog post and purchase from there. Competitors are not using this and this will make them stand out.

Threats

1. Competitors are using 1 website for everything.
2. Tough competition in this market.
3. Competitor's websites are much simpler than prospects.

Suggestions :

As of this moment, they have a decent following on their social media 11K followers on Facebook, and 40,9K followers on Instagram. They are running Meta Ads on Facebook and Instagram with regular consistent posting. They are at the top of Google SEO in terms of lab-grown diamond businesses in San Francisco. They have a website that is frequently visited. They use Google and Facebook pixels to track conversion on their website.

Website

They don't just have 1 website for selling, they have 3-4 websites and they are all selling the same thing and look almost identical with just a few changes in the pictures.

All of them are very confusing and I can say confidently that you only need 1 website and it doesn't have to be complicated at all. A simple landing page with a video that explains how to navigate the site makes it much easier.

Clients go mainly to their stores to buy jewelry instead of the website because it's confusing, you don't know which one is the real one and it makes the clients do the worst thing possible which is nothing.

Having just one website makes it much easier to track conversion rates, and clicks and see if our ads are performing effectively.

Ads

So after viewing their ads on the Facebook library, almost all of the ads share one thing in particular.

They have the same body copy, but different images, and the ads have been posted 3-6 times (the same ad not different). I don't know for sure if they are testing ads against each other with different images and the same copy.

Testing 1 ad instead of 6 will give us data on what's working and what isn't, so we know if our budget is being used properly.

Talking about the targeted audience instead of ourselves will allow us to determine if we are targeting the right people. Instead of firing blindfolded at a firing range and hitting nothing.

This way we can tailor our ads in a way that suits the needs of our target audience.

The videos they make for short-form content can also be used in their ads to get the attention of the perfect customer.

Blog Post

The blog posts are very confusing, they only talk about themselves, nothing in those blogs can I find anything without their name showing up 90% of the time.

Writing articles about different kinds of diamonds lab-grown will show the audience that they know what we are selling, but also give us credibility. It makes clients trust us even more and we can educate them about why lab-grown diamonds are a better, environmentally safer, and cheaper option than natural diamonds.

We can also redirect clients to the 1 and only real website for them to make a purchase.