

Analyze The Top Market Player

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

Did this in another doc.

2. What are the reasons their customers decide to buy?

They want to improve their health, the look of their office and they want to feel comfortable. They want an upgrade overall. Their products have great quality, and obviously, they have a good reputation because of their longevity in the market and their quality. Everything on their sites and SM looks clean, nice, and professional, so it definitely leaves something on the reader. They can also decide to buy because of the design.

3. How are they getting attention? Through social media (YT, Reddit, FB the most), **SEO (searches on Google, Amazon, etc.)**, paid searches, mail, direct search, referrals.

4. How are they monetizing their attention?

Through newsletter, physical and internet stores, sales Pages, **retailers**, dealers. It can be monetized in many ways but these are the most used ones.

5. What is this brand doing better than anyone else?

They have an unbelievable design of their products, top customer service (Humanscale mostly), elegant-looking web page. They provide a lot of value for their customers such as knowledge, discounts, 30-day risk-free returns, free shipping, valuable information. There is a pop-up on their page, that

shows a newsletter sign-up. I see that they use a lot of CTA's almost everywhere. Articles provide a lot of the value I already mentioned. They write quotes or other texts that feel personal and warm for customers. It feels like the brand will help them in the best way possible - it triggers positive emotions in the reader's mind. They are writing about customers' desires the most. There is a section with statistical stats that can motivate more customers to buy. Chair comparison tool is a great thing for customers. They use a lot of fascinations and not-statements for customers' desires. Opt-in page for free gift (99 tips on how to make work better).

6. What mistakes (if any) are they making?

Some of their staff members in stores are rude and they should improve their warranty compliance, even though I saw more positive comments about that. They should use newsletter more for promos and mostly for some enjoyable content. Social media should be also used more for some content.

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

They should dominate SEO. This is gold in this niche. If their budget is solid, they should get an elegant-looking website. Pay attention to details more, longer and better descriptions of the products' design, functions, health benefits, etc. They should provide more value through email campaigns, social media content, YT content, blogs, articles, discounts, and so on. They should write about customers' desires. **In general**

be more creative, SEO, use social media more, and provide more free value to customers.