

DAY 6

Prospect 2 -

Traffic and engagement

Direct - 24.76%
Email - 0.05%
Referrals - 2.74%
Social - 12.22%
Organic - 33.42%
Paid - 25.10%

Lacks in views, likes, comments - everything. Despite having a huge following, they struggle to convert it into customers. I would suggest helping them by creating engaging reels. I'll advise them to produce a video featuring a model walking or saying something captivating to grab the audience's attention.

With that huge following across their social media, they can easily boost their website visits by a significant margin. Their current monthly visits stand at 160k, but they could easily increase this number substantially. This could lead them to great success.

Prospect 3 -

Traffic and engagement

Direct - 20.22%
Email - 1.14%
Referrals - 0.84%
Social - 4.73%
Organic - 73.07%
Paid - N/A

Once again, they lack significantly in views compared to their following across social media. Most of the website visits are from organic search, probably due to SEO efforts. With their substantial following, they have the potential to generate significant revenue and easily increase their average website visits of 102k.

I can help them make their videos engaging, with my main goal being to ensure the reel reaches all their audience and converts them into customers by keeping them hooked.

Prospect 4 -

Traffic and engagement

Direct - 27.59%
Email - 0.00%

Referrals - 0.87%
Social - 8.63%
Organic - 62.91%
Paid - N/A

Just from their traffic, we can see that they are performing poorly on social media. Even their monthly visits have dropped by 50% compared to last month. This month, they only had 6k visits to their website with an average duration of 2 minutes and 30 seconds. Despite having around 100k followers on Instagram, they are still unable to reach all their audience, averaging only 5k views per reel.

First, I would seek to understand their audience because having 100k followers and averaging 5k views is not ideal. After analyzing their audience, I would create content that aligns with their preferences.

Prospect 5 -

Traffic and engagement
Direct - 35.48%
Email - 0.51%
Referrals - 1.44%
Social - 14.87%
Organic - 21.98%
Paid - 25.69%

Most of the website visits (306k monthly) are direct, and analyzing their social media, they receive a lot of positive engagement on Instagram. However, other platforms like YouTube have significantly lower viewership, averaging around 300 views. On Instagram, their content garners an average of 50k views. They could enhance their business growth on social media by incorporating "more" into their videos. What I mean is that their reels are very short, lacking informative content and a hook. Although they attract many views, there are fewer comments because viewers aren't engaging with the content.

I would help them by first enhancing their reels, crafting amazing scripts with captivating hooks. Additionally, incorporating educational videos or sharing information about their clothing could be beneficial, as ultimately, people like human interaction.

Prospect 6 -

Traffic and engagement
Direct - 28.49%
Email - 0%

Referrals - 0.70%
Social - 21.95%
Organic - 42.42%
Paid - 6.43%

The same problem again: insufficient views compared to the number of followers, not following the principles of Islam (majority reels), poor quality content, and a lack of interaction with viewers—absolutely nothing. They require significant improvement in their social media approach.

I would assist them by first creating high-quality reels. Next, I'd emphasize human interaction, as it's really important. Then, I'd work on finding ways to reach all their customers.

Prospect 7 -

Traffic and engagement
Direct - 31.08%
Email - 1.69%
Referrals - 1.53%
Social - 11.72%
Organic - 49.95%
Paid - 4.03%

Their primary focus is SEO. After analyzing their social media, their main goals should be views and followers, as they only have 30k followers with about 1-2k views. Secondly, they suffer from poor quality content, bad reels (some lacking sound, with the model's face cut out, no transitions, and the model is just moving around), and a lack of synchronization with sound.

To be honest, I simply need to create a good reel tailored to their audience and address these minor issues in their work.

Prospect 8 -

Traffic and engagement
Direct - 22.25%
Email - N/A
Referrals - N/A
Social - N/A
Organic - 77.75%
Paid - N/A

These guys just aren't cutting it on social media. With 3800 followers and only 300 average views, they're clearly missing the mark. They're using pictures instead of models in their videos, there's no synchronization with the sound, and why on earth do they have a thumbnail of a TV serial? Plus, their monthly website visits are less than 5000. I've been to their store personally, and it's clear they make most of their money from physical sales rather than online.

I need to completely shape their social media strategy. I will ask them to hire models, focus on interactions, and create funny and educational reels with them. The priority is to increase their follower count first.

Prospect 9 -

Traffic and engagement
Direct - 35.95%
Email - 0.00%
Referrals - 1.67%
Social - 6.14%
Organic - 53.66%
Paid - 2.57%

These guys are just growing on social media. They've got the models, they've got everything hooked up, they just need a solid editor. They've got the promotion ideas down and are seeing growth on social media. While most of their sales are organic, they're also actively working to expand their presence on social media.

I can help them bring their ideas to life exactly as they envisioned. Using models is a great start, but they need an editor to take it from 20 to 100.

Prospect 10 -

Traffic and engagement
Direct - 21.04%
Email - 0.00%
Referrals - 0.94%
Social - 17.73%
Organic - 43.15%
Paid - 17.12%

These guys have a solid foundation on Instagram, but they're struggling to reach their audience. It appears that the videos that have gone viral are the ones where they collaborated with big influencers. While they have good models, their videos mostly consist of models wearing

clothes and walking without any human interaction. However, the ones with human interaction, like the collaborations, are performing better. This indicates that their audience craves human interaction.

I can assist them by providing scripts and advice on what to say to their models, allowing us to create compelling reels that could potentially garner hundreds of thousands of views.