

Day 6/niche:gym supplements

Prospect #1

-Target audience: mainly 18-44 years old women/men

-Last month there were 40% of the traffic from paid ads to website so I think it is good but there are only 2% coming from socials (Instagram is only what they use) and no wonder why. They only promote their ads on Instagram. So SFC for their IG and also their website bounce rate was 55%. Maybe they came through ads because the website was pretty nice, I would maybe change some pictures.

#1 Changes

ADS -

SOCIALS: SFC

WEBSITE: Change pictures

Prospect #2

Target audience: mainly 18-44 years old women/men

Last month there was 36% of the traffic from paid ads to website and only 3,3% from socials, from IG, they don't have a link to their website. They have an active campaign atm. I like the website design.

#2 Changes

ADS -

SOCIALS: Link IG to website

WEBSITE -

Prospect #3

Target audience: mainly 18-54 years old women/men

Last month there was 8% of the traffic from paid ads to website. They have few ads running from last year, there is CTA but ad pictures could be better to attract more customers. From socials only 0,94%. They should be more active in posting content. I would do cooking videos with their products and how to use them. Website is a bit overwhelming and way too much text.

#3 Changes

ADS: Pictures

SOCIALS: cooking and product using videos

WEBSITE: Make it simpler and remove text

Prospect #4

Target audience: 18-44 years old women/men

Last month there was 50% of the traffic from paid ads to website. CTAs are missing and pictures would be much better on ads. From socials 3%. very bad getting attention. I would change video thumbnails and make cooking videos and how to use their products and some tips & tricks. Little bit too many different sections on their website.

#4 Changes

ADS: CTA'S, pictures

SOCIALS: Video thumbnails, cooking videos, how to use product videos, tips & tricks

WEBSITE: Remove sections

Prospect #5

Target audience: 18-54 years old women/men

Last month there was 29% of the traffic from paid ads to website. Cta's are missing some ads and they got shitload of ads, they are doing A/B testing their ads. From socials 2%.

Almost every video is without music, they should promote their products more, ig bio would be more effective when done correctly. Tiktok is missing. I would remove some things from the website but overall i like the boring design.

#5 Changes

ADS: CTA'S

SOCIALS: Add music, more product promoting, ig bio changes, tiktok

WEBSITE: Remove sections

Prospect #6

Target audience: 18-44 years old women/men

They have 0% of the traffic from the ads between 1-3 months, don't wonder why. Cta's missing, text on ads is questionable and pictures are not eye-catching. From socials 1%.

They have only product pictures, no videos, ig bio is shit, not active tiktok account. Very old school website, would be great to re-design the whole thing.

#6 Changes

ADS: cta's, text, pictures

SOCIALS: Add videos, ig bio changes, make tiktok account

WEBSITE: Re-design the whole website

Prospect #7

Target audience: 18-54 years old women/men

Last month there was 28% of the traffic from paid ads to website. Cta's are missing from ads. From socials 6%, content is very solid, would change only video thumbnails, tiktok is missing and the company logo is boring. Website could be simpler.

#7 Changes

ADS: CTA's

SOCIALS: Video thumbnails, make tiktok account.

WEBSITE: Re-design company logo, remove sections from website

Prospect #8

Target audience: 18-44 years old women/men

Last month there was 3% of the traffic from paid ads to website. The ad video could be more eye-catching. From socials 9%, very solid content, would only do little changes to ig bio. Website is boring but solid.

#8 Changes

ADS: Video

SOCIALS: Ig bio

WEBSITE: -

Prospect #9

Target audience: 18-44 years old women/men

Last month there was 30% of the traffic from paid ads to website. Different ad pictures would be great. From socials 6%, content is good On website i would move things little bit.

#9 Changes

ADS: Pictures

SOCIALS:-

WEBSITE: Make changes

Kreatiini

-kuinka se auttaa minua=Rakentaa lihasmassaa nopeammin Parantaa maksimivoimaa Parantaa aivotointia

-mitä se on= Kreatiini on orgaaninen yhdiste, joka koostuu kolmesta aminohaposta: arginiinista, glysiinistä ja metioniinista. Sitä esiintyy luonnollisesti elimistössä, erityisesti lihaksissa ja aivoissa

-miksi minua kiinnostaisi= Kreatiini voi auttaa lisäämään voimaa, nopeutta ja kestävyyttä, erityisesti lyhyissä, intensiivisissä harjoituksissa kuten painonnostossa, sprintissä ja muissa räjähtävissä urheilulajeissa.

1. **Lihasmassan kasvu:** Kreatiini voi edistää lihaskasvua lisäämällä lihasten vesipitoisuutta ja stimuloimalla lihasten proteiinisynteesiä.
2. **Nopeampi palautuminen:** Kreatiini voi auttaa lihaksia palautumaan nopeammin harjoituksen jälkeen, vähentäen lihaskipua ja parantaen seuraavan harjoituksen tehokkuutta.
3. **Aivojen toiminnan tukeminen:** Tutkimukset ovat osoittaneet, että kreatiini voi parantaa kognitiivista suorituskkyä ja vähentää henkistä väsymystä erityisesti stressaavissa olosuhteissa.

