

BIAB Lesson homework (Finding Opportunities In Your Hit-list)

2 Companies,

Company one - [WEBSITE](#)

What would I do for them? I would change some of the copy on their landing page for their website. Run facebook ads and or google ads.

What would I change? I would change the copy on the landing page. Tell the reader more of what a buyers agent can do for the buyer. Things like, save money, time, unnecessary stress, and pick out the best option for their goals, budget and what they want in a house.

The add in a CTA to direct the reader to fill a quiz and input contact details and ask a few qualifying questions, so they can call the lead with a bit of background knowledge to see if they are a suitable client. Either that or run FB ads, with short form copy, then get the potential lead to fill out a contact details form, get their email address, then send them marketing emails to get the client to book a 15-min consultation.

Why would I change that? I would change the copy on the landing page as it only really talks about how many houses they've sold, who they are and how experienced they are. The only part of the landing page that caught my eye was the series of dot points next to the contact us form, which asked some really great questions which would agitate the desire of the services but the cta is weak. Other problem is it is located half way down the page and the writing is small and the colours fucks with my eyes.

The reason I would run fb ads or direct anyone on the landing page to fill out a form so I can get the contact details of a potential lead to further call them to close the deal or send them marketing emails to book an appointment. I am qualifying and selling gaining contact details in exchange for free marketing emails. Which leaves me to guess they are just organically getting clients.

Why do I think they are the best opportunities?

I think that the landing page is the best opportunity moving forward as the page doesn't actually give the reader a reason to, buy/book a call, provide there contact details, and search around the website for more information. The website kind of gives you boring information about the business and who the owners are. Theres no driving factor. Theres no excitement to it.

For the advertising opportunities, I believe this is a great idea as the business doesn't have anything directly in place to drive a potential lead to book an appointment/provide contact details and then convert them to a lead on a call or via email amrketing. NO CLIENTS NO BUSINESS. Also, with the competition out there, theres no way of the business differentiating to the others.

COMPANY TWO NEXT PAGE

Company two - [WEBSITE](#)

What would I do for them? I would run Facebook and Google ads. I would rewrite some of the copy on their landing page. I would also add in a form/quiz to prequalify the potential leads.

What would I change? I would change the copy on the landing page.

Why would I change that? Landing page is decent. Doesn't give the read too much of a reason why to work with this business

Why do I think they are the best opportunities? I think they are the best opportunities as the landing pages copy doesnt have a driving factor to give the reader a reason to buy/book a call. The website doesnt run any form of advertising other than sponsoring a football team, theres nothing in place to bring clients in the door.