

Day 6 Niche: Automotive Industry (Luxury cars and tuning)

Prospect 1

Website - 25,294 traffic, 58.56% bounce rate, 93% of traffic from mobile devices

Social Media - Instagram 68.2k, Facebook 14k

Content - posts regular content but needs better content for more engagement, leads and conversion. Engagement is low between 5 - 8k views despite the larger following, some of the content performs well reaching nearly 2k views.

Solution - Creating better videos that fully showcases their vehicles, features, exclusivity, performance and showcases the lifestyle of owning such vehicles. Their VSL on their website needs work too, I suspect this is the cause of the high bounce rate.

Prospect 2

Website - 12,056 traffic, 52.3% bounce rate, 87.5% mobile traffic

Social Media - Instagram 5805, Facebook 24k, Youtube 306

Content - Posting regular content, overall engagement needs to be improved while they showcase their service so it can be presented better.

Solution - Better pacing and dynamic angles showing their work and the end result of the cars being worked on.

Prospect 3

Website - 6,597 traffic, 49.21% bounce rate, 80% of traffic from mobile devices

Social Media - Instagram 34,1k, Facebook 12k, Youtube 503, X 7.7k

Content - Post content consistently, but some platforms only have images.

Solution - Create more video content with dynamic angles that showcases the cars, the team that works on them and highlights features of every make that is shown.

Prospect 4

Website - 8,669 traffic, 27.88% bounce rate, 78.5% traffic from mobile

Social Media - Instagram 34,1k, Facebook 12k

Content - They post consistently, however some of their content lacks a clear CTA or the purpose of the video.

Solution - Improving their overall content with a goal or message in mind, whether it's showcasing, a new car for their showroom or testimonial of a satisfied customer.

Prospect 5

Website - 3,028 traffic,

Social Media - Instagram 89.3k, Facebook 81k, X 378

Content - Two of their platforms are mainly used for images, with Instagram having the most video content.

Solution - General improvement to the style of content used in their videos to keep engagement consistent. Have video content on every platform increasing chances for potential clients and conversion.

Prospect 6

Website - 365 traffic, 28.28% bounce rate, 67,5% traffic from desktop and 32,5% mobile

Social Media - Instagram 16k

Content - They mostly do showcases of new additions to their collection, displaying the interior of the cars and doing 360 degree views of the cars.

Solution - They need to expand to different social media platforms to increase their chances of generating leads on converting them to potential customers. Content needs to be improved for better engagement and hook their audience.

Prospect 7

Website - 1,079 traffic, 46.12% bounce rate

Social Media - Instagram 8k, Facebook 23k, X 48

Content - Instagram has all their video content which focuses on the showroom and what cars their clients bought. Facebook only has images and X is used for news and promo (no images or video)

Solution - Their content needs to be improved when describing cars in their showroom, the clients that do buy cars are shown but videos become lengthy and boring and cut off fast. This content can be posted on all their platforms to increase their chances of getting leads.

Prospect 8

Website - 2990 traffic, 90.71% bounce rate, 89,4% traffic from mobile

Social Media - Instagram 2,7k, Facebook 805

Content - Facebook is only used to post images, Instagram has all of their video content this is likely the reason why they have a bigger audience.

Solution - This prospect also does wrapping with their showcases, the content can be faster and more engaging overall to hook viewers and showcases a before and after.

Prospect 9

Website - 22,539 traffic, 39% bounce rate, 93% traffic from mobile.

Social Media - Instagram 6,3k, Facebook 5.8k

Content - Instagram has all their video content, Facebook has only images.

Solution - Their content needs better pacing, either the videos are too fast or too slow and they don't flow seamlessly from one scene to the next.

Prospect 10

Website - 622 traffic 🧠, 37.84% bounce rate, 60% desktop and 40% mobile traffic

Social Media - Instagram 13.8k, Facebook 7,8k

Content - Instagram has all their video content, Facebook is only images.

Solution - Their showcases need better content with a CTA, while the video does showcase their showroom it doesn't provide the viewer with any CTA.