

10 Prospects

Niche: 4 stars Family Hotels

Service: Short-Form Content

Prospect 1:

- 6.3k followers in Facebook, posting once a week, sometimes 2, over 30 short videos (less than 50 seconds) around 300-400 views each, Facebook page very messy and unprofessional.
- 917 followers in Ig, the last post is from October 26, 2023. Page more professional, about 15 reels with 200-300 views each
- They aren't running ads currently.
- A very good-looking website.

Pain Points:

1. A very weak social media presence
2. Inconsistent
3. Bad copywrite

Benefits:

1. Enhance social media presence (reach, followers, interactions...).
2. Increase website visitors.

Prospect 2:

- 8.8k followers in Fb, posting constantly, they don't get more than 19k views in each video
- 3.1k followers in Ig, between 15k-20k views in reels, reels not to good, lack of basics
- Good website

Pain Points:

1. Not strong social media presence
2. Bad copywrite
3. Reels could do better

Benefits:

1. Enhance social media presence.
2. Increase website visitors.

Prospect 3:

- 584 followers in Fb, posting once a month, very inconsistent
- 71 followers in Ig, bad bad posts
- No paid ads
- Very good website, I loved it

Pain Points:

1. Awful social media presence
2. Bad copywrite

3. No SFC
4. No attention

Benefits:

1. Enhance social media presence.
2. Improve the social media looks.
3. Increase website visitors.
4. Get attention.

Prospect 4:

- 45k followers in Fb, posting 2-3 per week, they have videos with 200 views all the way to 30k, good posts.
- 2.8k followers in Ig, 26 reels between 800-1000 views on average
- Working website, its all right

Pain Points:

1. Not the best in social media presence
2. Bad performance in Ig

Benefits:

1. Enhance social media presence.
2. Improve the social media looks.
3. Increase website visitors.
4. Power up Ig account

Prospect 5:

15k followers in Fb, posting every 3 to 4 days, 6 reels with 600 views each, good posts.

- 1.1k followers in Ig, reels with 1k views, good pictures, and content

Pain Points:

1. They don't use the potential of short form content.
2. Not the best in social media
3. Several posts ignored by public
4. Bad performance in Ig

Benefits:

1. Enhance social media presence.
2. Improve the social media looks.
3. Increase website visitors.
4. Power up Ig account

Prospect 6:

- 12k followers in Fb, posting every day, good performance in reels, good posts.
- 3.4k followers in Ig, by some reason the same content its not doing good in Ig
- Pretty good website
- Paid ads

- Good performance in Fb with reels, it's the only way they are getting attention because posts gets just a couple of likes.

Pain Points:

1. They don't use the algorithm to reach audience.
2. Not the best in social media
3. Bad performance in Ig

Benefits:

5. Enhance social media presence.
6. Improve the social media looks.
7. Increase website visitors.
8. Power up Ig account

Prospect 7:

- 7.8 followers in Fb, this people are posting 1-2 times a MONTH, very bad posts.
- No Ig
- Decent website, they have pretty good reviews.
- They have those followers without that much social media presence because it's a good hotel, so much potential, I would stay there.
- Videos with only 100-300 views

Pain Points:

1. Very bad social media presence
2. Bad copywrite
3. They don't use the potential of reels.
4. Not consistent
5. No SFC

Benefits:

5. Enhance social media presence.
6. Improve the social media looks.
7. Increase website visitors.
8. Increase in reaching out audience.
9. Build their loyal community.

Prospect 8:

- 8.4k followers in Fb, posting every 2-3 days, good content on Fb but 0 reels, good copy
- 5.5k followers in Ig, multiple reels with 1k-3k views, they can do better
- Amazing website
- Twitter
- They have some videos with 1k-2k views, IDK why they stopped.

Pain Points:

1. Not the best in social media presence

2. Not using reels on Fb or SFC
3. They can perform better in Ig.
4. The competence it is doing better.

Benefits:

5. Enhance social media presence.
6. They will reach a lot more people to see their services.
7. Increase website visitors.
8. Power up Ig account
9. Build a community

Prospect 9:

- 7.5k followers in Fb, last post in March 13th, posting every 5 days, few reels with 1k views on average, AWFUL posts
- 465 followers in Ig, reels with 2k-3k views on average, very bad posts, it looks kind of fake
- Very good website

Pain Points:

1. Too far away to be the best in social media
2. Very bad performance in Ig
3. They are not constant.
4. Invisible
5. Don't have personality

Benefits:

1. Enhance social media presence.
2. Improve the social media looks.
3. Increase website visitors.
4. Power up accounts

Prospect 10:

- The best of all prospects
- 16k followers in Fb, posting every day, just a couple of reels with around 1k views, good posts, very average images.
- Videos with 200-300 views on average
- 44.5k followers in Ig, reels with good performance, good pictures and content, can do better

Pain Points:

5. Potential to be the best in social media
6. Not enough views

7. Don't have edition of quality

Benefits:

9. Enhance social media presence.
10. Improve the social media.
11. Increase website visitors.
12. Increase interactions
13. Build their own community
- 14.