

**Dear Zoltan,**

I reviewed your social media and other marketing strategies for MyChowGar. I've identified some areas for improvement and included recommendations that could help take your business to the next level.



**MyChowGar – [mychowgar.com](http://mychowgar.com) - Marketing Analysis.**

**Points of improvement I found:**

- The business is not running social media ads, which really limits the number of people that get to know you and buy your product
- The website looks a bit messy
- The titles of your Youtube videos are fine but basic, the title should bring curiosity to the viewer which will make them click on your video
- You have a free e-book but it's really hard to find it. Free e-books are a great way to establish a connection between you and the customer and collect email addresses from them which can be used in things such as email lists, which will also be amazing for the brand and product

**Strong points:**

- The posts on youtube are consistent
- Your Udemy profile looks professional and trustworthy
- I really like the 'Why should you train with us' piece on your website



## **Suggested Solutions:**

- Social media ads can help attract more customers and followers who may become paying customers.
- Improved website copy, including more attention-grabbing titles and content that speaks to the target audience's needs, can keep visitors engaged and interested in the services offered.
- Improved Youtube titles that make the viewer more curious to watch the video which will result in more views
- Make your free e-book easier to find so you can collect more people's email addresses who you could send more emails to promote your paid products

## **Final Thoughts:**

- There's clearly a lot of untapped potential in your product and brand, and with the experience of the instructors and the reviews of your clients, I know that the course could sell a lot of copies.
- I would love to schedule a call to discuss your business goals and how I can help you achieve them.
- During our call, we can dive deeper into the analysis and identify any additional areas of improvement specific to your business.
- As someone who knows your business best, your input will be great in making a customized strategy to help you grow and succeed.

Good luck, Arda

