

Day 6

Niche : Car reviews

Service : Shorts

1. Prospect (A lot of potential, Pretty impressive content, he is reviewing every car on track and forcing it to maximum potential.)

YT - 48,8k subs

- 10k-60k views on main videos
- no shorts

IG - 3,7k followers

- reels with 6k-57k views

Tik Tok - 3 followers (almost not existing)

- 0 tiktoks

Conclusion: With this amount of potential of his racetrack footage i can create perfect shorts to build up his views and awarness of him.

2. Prospect (This time a girl, but funny and dedicated. She needs to boost her views with catchy short form because she is doing it quite simple and good with dose of humour.)

- podcast creator
- race commentator

YT - 30k subs

- 5k-90k views on main videos
 - shorts are present but plain without any special touch, she is pretty inconsisten with them
- 2,5k-20k views

IG - 20k followers (IG is little bit bigger as i expected)

- reels with 15k-85k views

Tik Tok - 2,5k followers (very small account)

- tiktoks with 2,5k-20k views

Conclusion: When she is very little known i can boost her views on long form and direct audience on her podcast via detailed shorts)

3. Prospect (Very funny man and even funnier reviews, he produces content only for 2 countries because of language but he lives in USA)

- shop with merchandise

YT - 190k subs

- 40k - 220k views on main videos

- no shorts

IG - 200k followers

- reels with 80k-1 mil. views

Tik Tok - 56k followers

- tiktoks with 40k- 580k views

Conclusion: With his Great humour and expression and reviewing expensive, fast cars i can create Great shorts to boost hs views and sales on his website)

4. Prospect (This prospect is well known because of his main gaming channel. However via his automotive hobby he is recording best quality reviews of expensive cars and funny (dumb) cars also.)

- shop with merchandise

YT - 430k subs

- 100k-450k views on main videos
- shorts are not present

IG - 119k followers

- few old reels with 90k-360k views

Tik Tok - 68k followers

- very inconsistent with old tiktoks between 30k-1 mil. views

Conclusion: With his High quality footage of luxurious and fast cars i can create admirable shorts to build up this second automotive channel and redirect his audience on his shop.

5. Prospect (OG on YT, This prospect is bigger and creating reviews on racetrack/ drag racetrack about High-end tuned cars, from JDM legends to Supercars)

- shop with merchandise

YT - 885k subs

- 350k-1 mil. views on main videos
- shorts between 10k-70k views

IG - 175k followers

- reels between 20k - 3 mil. views

Tik Tok - 82k followers

- tiktoks (again) 30k - 3 mil. views

Conclusion: His YT shorts base enormously lags behind, i can boost his views on them and transfer the audience on his long form content and to his merchandise shop.

6. Prospect (Again bigger fish on scene, having 2 channels about car reviewing because of language. Aiming mostly on Supercars and powerful versions of ordinary cars)

- shop with Luxurious Mens Shoes

YT - 250k subs

- 10k-250k views on main videos
- very good quality reels BUT edited like for Beauty influencer 5k-20k views (exceptionally few with 1,5 mil. views)

IG - 530k followers

- reels between 50k-1,5 mil. views

Tik Tok - 220k followers

- tiktoks between 5k - 33 mil. views (:O)

Conclusion: With this well known reviewer i could boost his views on YT via creating shorts which fit for reviewing Supercars and not Beauty Influencer. And maybe transfer audience on his online shop.

7. Prospect (Very interesting (again) girl car reviewer with drifting background reviewing "more expensive" cars but at the same time more ordinary cars)

- shop with merchandise

YT - 150k subs

- 10k-310k views on main videos
- no shorts

IG - 380k followrs

- reels with 60k- 3,5 mil. views

Tik Tok - 39k followers

- tiktoks between 10k-2,6 mil. views

Conclusion: Again this girl is pretty big with some of the views on IG or TikTok, but on YT she is missing out i think without those shorts some good numbers. I would boost her views via shorts and funnel the audience on her online shop.

8. Prospect (This one focuses on more exotic even said almost supercar reviewer, he is reviewing them to the bits but on the other hand, drive like they are meant to be driven)

YT - 250k subs

- 20k-250k views on main videos
- 20k-50k on shorts (two of them are relly big with 530k, just some 0-100 kmh)

IG - 98k followers

- reels with 20k-220k views

TikTok - 3k followers

- tiktoks between 2k-15k

FB - 45k followers

- reels mainly from podcasts between 2k-5k views

Conclusion: Shorts are present but taken on phone camera just with little bit talk, no cuts, no edits just plane.. Boost his views via detailed shorts, its shame he should have bigger numbers on his main content because of high quality footage, beautiful scenery and good commentary.

9. Prospect (Last one is bigger channel, creating content from 2014 about reviewing luxurious cars and Supercars)

- website
- podcast
- shop with merchandise

YT - 605k subs

- 30k-180k views on main videos (from the last 3 months)
- reels with 6k-30k views only about from trips and little bit of carspotting etc. (shame he dont create something from his actual reviews)

IG - 340k followers

- reels with 35k-350k views (he has few reels across 1 mil.)

Tiktok - none

FB - 77k followers

- only few reels with 5k views per video

Conclusion: Create shorts from his actual reviews, detailed and smooth, direct the audience on his podcast and merchandise shop and of course direct them on his main videos because i think he has "little bit decline with views".

Zigs OUT. Peace!