

Win strategy for Michael's business

Niche: electronic devices

Service: repairing phones + side hustle → selling phones

Platforms: FB (1,2k followers), website (366 visits per month)

Ads, advertising: fb ads (just one, not focusing on online marketing), business mostly based on recommendation(offline marketing)(small town → 10k people live here)

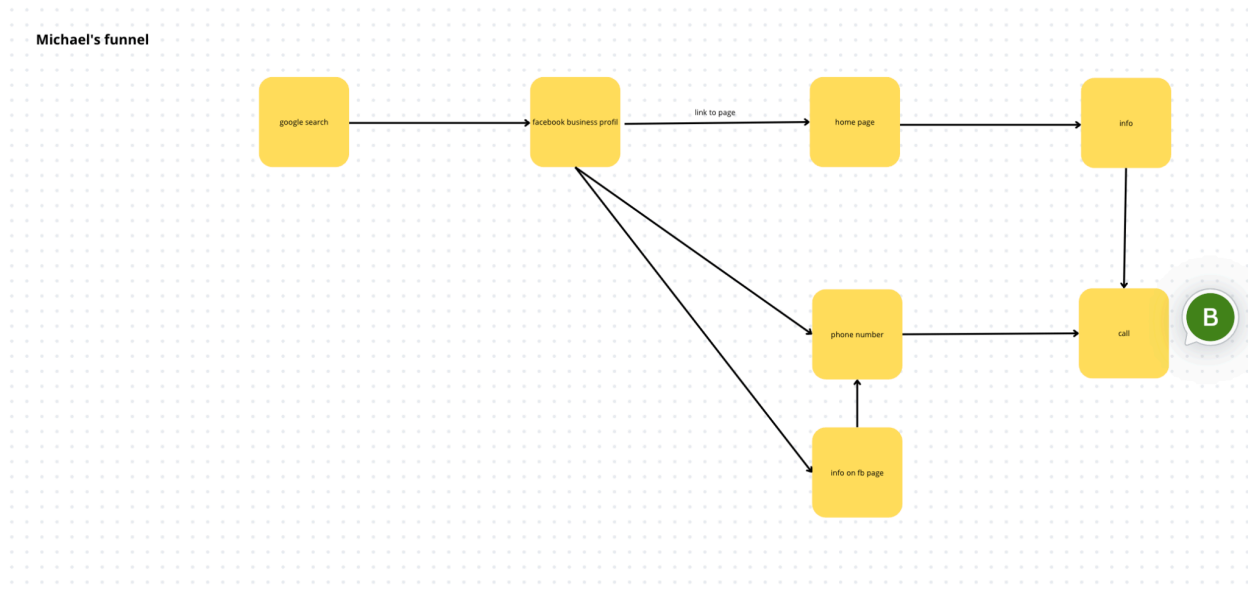
Dream state: Enough customers to leave business grown (have 2 employees, so Michael wants to have enough job for them), and focus on new business

Current state: not enough customers, no ads, online marketing is clueless

Primary focus: 50% google ads and 50% fb ads or 40% google ads, 40% fb ads and 20% seznam (main search engine in Czechia), focusing to acquiring new customers

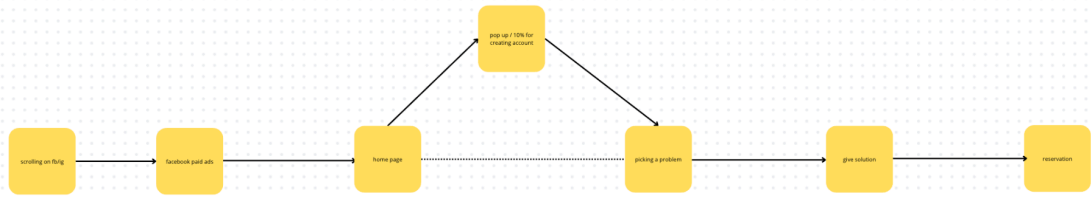
- **My strategy:** Gonna run:
 - paid ads for facebook for my audience 20-40 y.o. Level 2-3 awareness
 - Search engine (google) for level 4 awareness

Actual Michael's funnel:



Big players funnels:

Facebook paid ads:



iphone display is broken

