

1. What are they doing right now?

- they have a brand “guru” that represents their brand in all of their organic content and videos in ads
- they are ranking top 1 in the organic search on Google
- they get a decent amount of attention through organic posts on Facebook
 - they are either sending this traffic to a blog post to give them more free value or straight to a landing page to book a session
- they are trying to run Facebook ads → They are shit because...
 - they are informative to build the “**Brand Identity**” probably... BULLSHIT.
 - they do not have ANY CTA and if it has a CTA, it sends the traffic to their Instagram page
- they have a big Instagram page with 94k+ followers (quite impressive for a local business)
- they have a separate product on the value ladder which is a chiropractic app with exercises their clients can use
- they actually have more products besides the chiropractic care
- they are probably very good at converting attention from their Instagram page
- they have a great hooks in their organic content
- they are very good at getting organic attention on Instagram
- they are very good at converting organic attention from Instagram
- they are not as good with Facebook ads

2. Where can I help them improve their marketing?

- With both the blog posts and landing pages they send the traffic from Facebook to, I can help them increase the conversion rate by adding a CTA to book a session (at the end of the blog posts) and improve the overall copy + CTA for the other landing pages (On “Find out how our specialists do it” landing pages, they are missing a CTA to convert the traffic)
- Improve their Meta Ads
 - create an actual offer
 - better headline
 - add CTAs
 - what they are doing now is just to reach people with them without giving any clear steps on what to do next

3. The project I think will help them the most RIGHT HERE, RIGHT NOW:

- Improve their Meta Ads
 - create an actual offer
 - better headline
 - add CTAs
 - try the two-step lead gen method

- what they are doing now is just to reach people with them without giving any clear steps on what to do next
- WHY?
 - Because they are already good and getting attention through Google search which is crucial for local businesses (if they were not, I would suggest that probably)
 - Because they are good at getting ORGANIC attention on Instagram and they also convert traffic quite well
 - Because they are shit with the Facebook ads and they are actively investing money into it so the owner is probably thinking... "How tf do I make the Meta ads shit work and not lose money on it??? My competitors are doing it so it must work!"

Website: <https://www.kinisi.cz/>

Facebook: <https://www.facebook.com/Kinisifyzioterapie/>

Instagram: https://www.instagram.com/kinisi_fyzioterapie/