

Prospect 1

They have good content however do not clearly communicate the needs of the customers in the videos. With the use of shortform ads, the needs of the customers will effectively be communicated therefore increasing their engagement on social media. Also the customer service is trash mostly due to the fact that they never communicate

Prospect 2

Offers car rentals and the website is doing very well with 3 million monthly visits however the engagement that its getting on its social media is not that friendly. Its using more of posters rather than also including videos that address the viewers pain points on why they might need a car, how long they can rent it for and what solution it will solve for them.

Prospect 3

Have no content whatsoever, meaning they need to focus on finding a way to communicate

Prospect 4

With the budget car rental business the do not effectively communicate to their customers. A lot of people are looking for a ride to explore though their content is not focused on that at all. Moreover, in the comments the customers really complain about the customer service and how the business does not respond to any inquiries.

Prospect 5

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In this company they have great website visits to about 2 million a month though it could increase with a vsl but in place. However, their main struggle is actually communicating with the audience on social media. They normally use random content and hope it works. However, I feel that when they apply short form ads that actually convey a certain message to the audience it is more likely to increase the engagement. Also an example of a pain point that could be targeted could be good customer service, this is because in the replies from posts 45% complain about the customer service mostly.

Prospect 6

They do not have any form of video content on their social media page however just filled it with posters which are not quite engaging. Moreover, they could use Video ads which highlight their budget rentals as well as getting something affordable and fun to drive. Though their website traffic is 147,617 so they could also increase this gradually.

Prospect 7

They only have 3 videos which are no that great actually, they are currently using summer offers such as 30% off all cars which is a point I could target with the use of my fv. They also struggle increasing their avg view duration, keeping up with dms and replying to customers

Prospect 8

They need a way to communicate more effectively on their social media page. They have filled photos and don't have any visuals. Rather with the use of short form ads they can be able to address their budget hiring effectively and be able to communicate effectively with the use of video

Prospect 9

They need video content to be able to communicate better. They have used a lot of posters however they seem not to be getting as much of engagement however, with the use of videos ads they can effectively communicate with the audience.

Prospect 10

Offering summer deals, they are trying to communicate with the audience however they keep talking about the business and the product more than actually addressing the customers need for a budget car. Also when one of the employees is talking, it's mostly focused on them and the video does not have an eye catching look e.g when he says comfortable it should show the cars comfortability sustainability etc. Short form ads would be created here to address the summer deals and pain points in which they are facing that could be improved.