

Scooter/moped Store

Do they make ads?

No

Should they do it?

Yes because the increasing petrol prices would intrigue a lot of people

What should they say in their ads?

“Want to live life on the edge?”

“Want to save more on petrol?”

“Want to help save the planet?”

Things to add/improve on the site?

I would make the website look more modern

How do they generate leads?

People telling others about it

How is their SEO?

They are the top of the search

What are their opinions?

4.4 rating with 140 reviews

What is their social situation (social networks)?

They have facebook but don't seem to use it

Age Group Targeted?

I would target 18-30 Male in the town

Bakery

Do they do ads?

No

Should they do it?

Yes

What should they say in their ads?

“Want to try a slice of heaven?”

“Need something to WOW a loved one?”

“Special event coming up we got you covered”

Things to add/improve on the site?

Site looks fine for now

How do they generate leads?

Facebook Ads

What are their opinions?

6 5 star review

What is their social situation (social networks)?

At the moment they have a facebook and instagram and seem active on both