

Analyze The Top Market Player

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1. Perform full research on their target market and avatar.

2. What are the reasons their customers decide to buy?

-He constantly shows his experience and portfolio of past projects he did.

3. How are they getting attention?

-His attention comes from organic traffic and organic social media content.

4. How are they monetizing their attention?

-He uses social media posts by attracting his prospects with questions on how to design their home to his webpage and newsletter.

5. What is this brand doing better than anyone else?

-He posts actively on social media about their projects, and high-level content, selling his experience more than his service.

6. What mistakes (if any) are they making?

-His content could use more fascination because he doesn't get many viewers on his reels, and a landing page to direct his followers for a newsletter or free consultation.

7. What can other brands in the market do to win?

-They could use a different method of selling their experience, not only by posting their projects but selling tips and then direct them to their newsletter or maybe a free consultation offer.