

\*\*\* Homework for Orange Belt Hit-list Aikido \*\*\*  
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1. Speedoc Clinic (Doctor's Clinics / Directory)

WEB: <https://my.speedoc.com/en>

FB: <https://www.facebook.com/Speedoc.MY/>

IG: <https://www.instagram.com/speedocmed/>

LI: <https://www.linkedin.com/company/speedoc>

GMB: <https://g.co/kgs/jQEkgPn>

Observations: Has its own clinics locally but also partners with various care providers to provide at-home doctor visits throughout Malaysia. Solid website. Somewhat active on Insta and LinkedIn, not at all on Facebook. Posts boring content. No AI/chat support on website.

2. Metro Homes (Real Estate Agents)

WEB: <https://metrohomes.my/>

FB: <https://www.facebook.com/MetroHomesRealty/>

IG: No insta

LI: <https://www.linkedin.com/company/metro-homes-sdn-bhd/>

GMB: <https://g.co/kgs/U6Ytvfn>

Observations: Only active on FB, has LinkedIn but doesn't post. Posts only boring content on Facebook. Website is good enough but not great. No property listings on website. No AI/chat support on website.

3. All Smile Dental Specialist (Dentist)

WEB: <https://www.allsmiledentalspecialist.com/>

FB: <https://www.facebook.com/profile.php?id=100092044190957>

IG: <https://www.instagram.com/allsmileorthodontics/>

LI: No LinkedIn

GMB: <https://g.co/kgs/rLNLJ9G>

Observations: Has quite an OK website, is active on Insta and FB with lifestyle content but barely get's engagement. No AI/chat support on website.

4. G2 Fitness (Fitness Gym)

WEB: <https://g2fitnesskd.wixsite.com/website>

FB: <https://www.facebook.com/G2fitnessKD/>

IG: <https://www.instagram.com/g2fitnesscentre/?hl=en>

LI: <https://www.linkedin.com/company/g2-fitness/about/>

GMB: <https://g.co/kgs/CrRwyzr>

Observations: Has Wix hosted website which seems unfinished. Active on IG with lifestyle content and gets good engagement there. FB not so active.

5. Manhattan Business Hotel

WEB: <https://manhattanbusinesshotel.com.my/>

FB: <https://www.facebook.com/manhattanbusinessstdi/>

IG: [https://www.instagram.com/manhattan\\_business\\_hotel\\_ttdi/](https://www.instagram.com/manhattan_business_hotel_ttdi/)

LI: <https://www.linkedin.com/company/manhattanbusinesshotel>

GMB: <https://g.co/kgs/CrRwyzr>

Observations: Not a great website but sufficient. Has 'book a room' button on website but doesn't actually do anything. No active socmed strategy at all.

My hit list has mostly Real Estate brokers and Health Clinics on it currently. Still deciding on which niche exactly to target, with the following to consider:

- Dentists and doctor's clinics can likely benefit from appointment booking. Most don't have active online strategies, except for a handful who likely work with a marketing partner. There are a lot of clinics in and around my local area which I could visit. Content-wise, most are posting mind-numbing content which are definitely not scroll-stopping. I think creating engaging socmed content for them would be quite hard as it would likely require on-site shooting to get some good content rather than stock footage. Footage of patients would ofcourse be very privacy sensitive. Owners have thus far been relatively easy to find.

- I'm guessing that local (established) Real Estate brokers have some money to spend on marketing, however, most property viewings/listings are done on third-party directories and not on their own website. Probably their own sites don't get a lot of traffic thus I don't really see a benefit for AI agent. Content-wise, real estate agents usually have lots of content of property listings and could benefit from engaging videos showcasing their properties. With the content that they already have, I think it would already be sufficient to create produce some engaging content without having to go on-site. Owners/Managers have thus far been relatively easy to find.

- Fitness / combat gyms can benefit from engaging lifestyle content on social media, and I think it would be fairly easy to produce good content for them without having to necessarily go on-site, provided that the owners already have content. There are a fair amount of gyms / studios in my area, but fewer than dentists and clinics. Most smaller gyms likely don't have websites (I haven't searched a whole lot yet, but just judging from personal experience), unless the more established ones. Gyms that have to get new customers will likely use sites like ClassPass and OneFit which is sort of like a directory. Owners are so far not easy to find, but general contacts details are readily available and any gmail address will likely lead me to the owner anyway.

- (smallers) Hotels could also benefit from engaging content and there a fair few in my area. Most hotels are of course on directory listing websites such as Booking and Agoda. Owners are so far a bit harder to find, but details of managers are likely not too hard to find. Hotels could potentially benefit from booking options on their website, although most likely most customers book through directory websites. Still, they take a big cut so it could make sense for them to perhaps improve their SEO and make it easier to book through their website. Content would likely be a bit harder to make without going on-site, as I don't think (assuming here) that they will have lots of (video) content readily available.