

## **\*Problem\***

### Social media attention

#### **Start with reviews on the website:**

There are plenty of reviews on the website **but** all old and backdated from 2019-2021.

Sales page could be adapted to be more clearer.

Make social media account names more visible throughout the website.

Instagram: 827 followers

Facebook: 881 followers

Instagram activity: 10 months since last post

Facebook activity: Post on average twice a month

Does not use instagram or facebook reels.

#### **Potential solutions:**

Make an ad stating new clients get a discount to sign up if done within a certain time.

Use a funnel to direct clients to your website.

Hashtags, tags are a good way for people to find your business if someone with a lot of followers is tagged in a post.

Opt in pages.

Review the target audience, attention is given most from relevance to their current status.

Search google and other social media using keywords from their industry to find competitors and analyse how they are gaining and monetising attention.

Use lead magnets E.G OTO on advice or insights to what product the company offers.

Could try a subscription based product.

Be original - work on your bio

Tell more stories - optimise your profile

Understand your audience

Engage with other creators

Be clear and concise in your messaging

Fast response - less than 24 hours

High quality banner design.

Lifetime support.

#### **Questions to ask the client:**

How do you currently get attention and gain customers?

What outcome are you looking for?

Would you invest in google, facebook, tiktok or instagram ads?

Would you completely change the lay out of your instagram and start fresh?  
Do a OTO to new customers?

### **What to think about:**

What do the customers need to hear, imagine, believe?  
Who is the target audience, Who are you actually trying to reel in?  
What does the customer care about? E.G, values, desires, fears and decision making.  
Young customers will be thinking about how will this effect my life in the long run.  
Have they been in the situation a long time and only just realised they need your product?

### **Business plan**

Look at other mortgage brokers in the UK.

1. Best voted in the UK 2023 was Habito mortgages

Their social media page is full of reviews and other news on mortgages in the UK.

They have 9,112 followers

They have 4 different story highlight sections which are:

1. Who we are - this highlight gives information about who the customer will be dealing with.  
They don't charge a broker fee. Things that the business is proud of and much more.

2. A hobby which the employees all take part in together. There's skateboarding

3. An expert broker doing Q&A's on basically any mortgage question you can think of.

4. Explaining the process from inquiring about a mortgage all the way to getting the keys.

They use instagram reels to also promote themselves.

835 subscribers on youtube

GR estates - make tiktoks viewing houses

### **Tools they use:**

catchy music

short videos so you don't get bored of watching it for too long

Michael Pool uses the same strategy

### **Ways to increase the CTR:**

Make the urgency of products high

Use countdowns

Add call to action in comments

Add main keyword in URL

### **Facebook ads campaign**

Audience targeting

How to impact the audience

Make them question if they need your product

### **Ads management**

Fast response - less than 24 hours

High quality banner design.

Lifetime support.

Using google trends to keep up to date on trends can be the new SEO superpower.

Every ad every time you promote your business there should be a positive message behind it.

For every claim - present data

For every feature - present a benefit

For every doubt - present a testimonial