

10 Prospects

Niche: 4 stars Family Hotels

Service: Short-Form Content

Prospect 1:

- 2.5k followers in Fb, 100-150 views each reel.
- Posting every 2 days.
- 4.5k followers in Ig, not more than 60 likes per reel
- Good looking website

Pain Points:

1. A weak social media presence
2. Inconsistent
3. Bad copywrite

Benefits:

1. Enhance social media presence (reach, followers, interactions...).
2. Increase website visitors.

Prospect 2:

- 2.7k followers in Fb, around 250 views each reel.
- Posting once a week.
- 5.5k followers in Ig, a couple of reels above 100 likes
- Website
- No paid ads

Pain Points:

4. Social media presence could be better
5. Inconsistent

Benefits:

3. Enhance social media presence (reach, followers, interactions...).
4. Increase website visitors.
5. Build a community

Prospect 3:

- 4.5k followers in Fb, just 1 reel above 100 likes.
- Posting every 2-3 days.
- 4.2k followers in Ig, reels not doing better than fb
- Good looking website
- No paid ads

Pain Points:

6. Not the best in social media
7. Not engaging enough audience
8. Inconsistent

Benefits:

6. Enhance social media presence (reach, followers, interactions...).
7. Increase website visitors.
8. Build a community

Prospect 4:

- 1k followers in Fb, not a single reel.
- Posting ONCE a MONTH.
- 2k followers in Ig, a few reels with not more than 100 likes
- Good looking website
- No paid ads

Pain Points:

9. Very weak presence in social media
10. Not engaging audience at all
11. VERY inconsistent

Benefits:

9. Enhance social media presence (reach, followers, interactions...).
10. Increase website visitors.
11. Build a community.
12. More interactions

Prospect 5:

- 2.2k followers in Fb
- Posting daily.
- 11.7k followers in Ig, a few reels with more than 100 likes
- Good looking website
- No paid ads

Pain Points:

12. Not the best presence in social media
13. Not engaging enough audience
14. Not enough interactions with audience.

Benefits:

13. Enhance social media presence (reach, followers, interactions...).
14. Increase website visitors.
15. Build a community.
16. More interactions

Prospect 6:

- 29k followers in Fb
- Posting 2-3 times a month.
- 9.8k followers in Ig, reels doing better than fb.
- Website
- No paid ads

Pain Points:

- 15. Only 3.18% of the traffic website comes from social media
- 16. Not enough interactions with audience.
- 17. Not enough audience clicking to their website.

Benefits:

- 17. Enhance social media presence (reach, followers, interactions...).
- 18. Increase traffic of social media.
- 19. More interactions

Prospect 7:

- 15k followers in Fb.
- Last reel from 2 years ago.
- Last post from June, then just a post every 1-2 months
- 33k followers in Ig, they have reels doing collabs with another people (maybe little influencers) and they have 1-2k likes, but their own reels are not even 100+ likes
- Very good website
- No paid ads

Pain Points:

- 18. Only 1.79% of the traffic website comes from social media
- 19. Not enough interactions with audience.
- 20. Not enough audience clicking to their website.

Benefits:

- 20. Enhance social media presence (reach, followers, interactions...).
- 21. Increase traffic of social media.
- 22. More interactions

Prospect 8:

- No Fb.
- 57.5k followers in Ig, reels with 100-200 likes
- Posting every week
- Very good website
- No paid ads

Pain Points:

- 21. Only 1.66% of the traffic website comes from social media
- 22. Not enough interactions with audience.
- 23. Not enough audience clicking to their website.

Benefits:

- 23. Increase traffic of social media.
- 24. More interactions

Prospect 9:

- No Fb.
- 4k followers in Ig
- Last post from July 4th
- Website
- No paid ads

Pain Points:

- 24. Doing bad in social media
- 25. Horrible reels
- 26. Not enough interactions with audience.
- 27. Not enough audience going to their website.

Benefits:

- 25. Increase traffic of social media.
- 26. More interactions
- 27. Enhance social media presence (reach, followers, interactions...).
- 28. Increase website visitors.
- 29. Build a community

Prospect 10:

- 33k followers in Fb
- Posting daily.
- 12.9k followers in Ig
- Good looking website
- No paid ads

Pain Points:

1. Only 3.75% of the traffic website comes from social media
2. Not engaging enough audience
3. Not enough interactions with audience.

Benefits:

30. Increase social media traffic.
31. More interactions