

FINDING OPPORTUNITIES ON YOUR HITLIST - BIAB Module 3 - Lesson 7

[KamsKampaigns Spreadsheet 2024.xlsx](#)

Potential extras - torqueflowexhausts instagram
Akcustomsuk - digbeth

(Ignore personal notes above)

PROSPECT 1:

DETAIL CENTRAL:

<https://www.instagram.com/detail.central/?hl=en-gb>

[Detail Central](#)

DO THEY ADVERTISE?

No.

SHOULD THEY ADVERTISE?

Absolutely. Their posts aren't getting too many views at the moment, so ads would help boost their image.

WHERE SHOULD THEY ADVERTISE?

Instagram, Facebook. I believe these 2 are the best for this business. They can specifically filter to their target audience.

IF ADVERTISING, WHAT SHOULD THEY SAY IN IT?

Headline: IS YOUR CAR A MESS?

DOES YOUR CAR NOT LOOK THE SAME AS IT USED TO? COME DOWN TO DETAIL CENTRAL, AND RESTORE ITS BEAUTY, IN AND OUT.

IS WHAT THEY ARE DOING NOW GOOD?

They are getting good business. They are known well locally through word of mouth. Got a decent following. HOWEVER. Their socials in general lack compared to the business they are getting. They also aren't getting as much engagement as they did in the past. No forms of advertising, IMO, untapped potential.

COULD YOU MAKE IT BETTER?

With the skills Arno will teach us, plus some content creation knowledge, I believe I can help Detail Central grow their business, PARTICULARLY their online social media presence and engagement.

DO THEY HAVE A WEBSITE?

No they do not currently have a website however they have their social media pages as their main source, so I think they would benefit from a website being made for them.

IS THE WEBSITE FOCUSED ON CONVERSION?

N/A. However I'll just talk about their social media. The social media isn't actually based on conversion, but showcasing off their skills and showcasing their results that they've given their clients. So I believe if we make them a website, and we tailor their ads and their actual website towards conversion I believe this will get them more clients.

WHAT IS THEIR OFFER?

Their offer is quite simple. They provide a few different customization services, and the client receives the customization. Unlike other niches, detail central's offer is made quite clear from the beginning. However, although they do advertise everything they do on Instagram and Facebook, more Instagram than Facebook to be honest, it's just missing the clear outline of what they actually do. On social media they can post everything they do and that is what they have done, however due to how instagram's layout is, it just looks like a big mess. It doesn't outline exactly what they do, pictures of what they do and separated different sections. So that's why I believe they would benefit from website creation.

HOW ARE THEY GENERATING LEADS?

Like most garages in the area they generate leads mostly through word of mouth. They are known around the area, and a lot of semi popular restaurants and other companies such as gyms that are well-known in the area follow them. soSohey have a good base, which is through word of mouth. However, if we increase the online presence and engagement, I believe we can significantly increase how many leads they generate.

WHEN YOU GOOGLE THEM, ARE THEY AROUND THE TOP? OR HIDDEN BELOW

Yes, their Instagram and Facebook pages are located at the top. no sign of any website. they have a decent following range from Facebook with around 700+ To Instagram at 1.2k.

HOW ARE THE REVIEWS LOOKING?

Firstly, they have no reviews on Facebook. However on Google Maps, they do have reviews, but not many, they have eight reviews. Like I mentioned earlier, this business is known 75 percent through word of mouth. The reviews on Google all have five stars, and to summarise, reviews mention the fact that they have the best quality, they use premium products, and they aren't any old garage. They mentioned they have an affordable rate. you pay slightly more than your cheap local car garage, and they do 10 times the better job.

HOW IS THE WEBSITE, DOES IT HAVE CONTENT?

N/A. No website. However, their Instagram and Facebook pages are filled with videos of their work being showcased.

HOW IS THEIR SOCIAL SITUATION (INSTA, FB ETC ETC)

Their social situation is quite straightforward. They have a decent following right, with their Facebook being around 700+ followers and their Instagram being around 1200 followers. However, this is where I believe I have seen untapped potential. Really, their socials aren't getting as much engagement as they used to. They haven't posted since May 2022 on their Facebook, and it was a job done on a Lamborghini for someone well known in the city. surely such a high-end job done would be getting more reactions, right? Well it's not, they got four likes, no comments. The latest Instagram post, around 200 likes, and 2 comments. both of the comments were outreaches from two different people. one looked like a scam, but the other was some sort of automotive Advertiser, and I know this person may be competition, but they didn't seem to be doing very good. I'd love for some feedback on this certain situation from Prof Arno, Odar or anyone, when you have other advertisers such as this person contacting them. Their instagram is: official.radvertising. One good thing I suppose is that this marketer is not local to detail central. I am. Still don't know how to approach this though.

PROSPECT 2:

AK CUSTOMS UK:

WEBSITE

https://business.google.com/v/ak-customs-uk/02193991015932017622/2e97/?caid=20083533278&agid=155782628544&gclid=EAlaQobChMIInuHWwqLihAMVTZJQBh1yiAsbEAAYASABEgKt_fD_BwE&gad_source=1

INSTA

<https://www.instagram.com/akcustoms.uk?igsh=dXM1aTh2YjVyOGZ5>

FB <https://m.facebook.com/people/Ak-Customs/100085884090972/>

DO THEY ADVERTISE?

They have advertised one post. They started advertising it 4 days ago. Not much engagement by the looks of it.

SHOULD THEY ADVERTISE?

Absolutely. Competition for car garages is RIFE in my city. They need a way to stand out. Their socials lack compared to their services, which are of a much higher standard, so they need to improve their SM.

WHERE SHOULD THEY ADVERTISE?

Facebook, Instagram. You can choose target audiences, and I believe most of the target audience is reachable through these platforms.

IF ADVERTISING, WHAT SHOULD THEY SAY IN IT?

Example :

MAKE HEADS TURN WITH OUR CAR MODIFICATIONS!

Constantly trying to upgrade your car, but it just won't stand out? Do you feel like your car is missing 'something'?

Well, we provide MUCH MORE than 'something'.

Once we're done with it, we ensure heads will turn. Click the link to check out all of our options below:

IS WHAT THEY ARE DOING NOW GOOD?

I don't believe so. Posting all their work on Instagram with no order. Running an Ad through meta, that has nearly 5.5k views on Instagram but 75 likes. Averaging 80-100 likes per post, and 0-5 comments. On their ad, there is no CTA, NOTHING. Just an ad of their work, missing speech marks, and they don't even sell anything on the ad.

So they are basically paying for another reel for someone to scroll past.

Facebook is less prevalent. Around 70 followers. 0-5 likes per post. Basically NO comments on latest posts. Website is messy, and crammed together. TIKTOK - Averaging 300-500 views per post. But 0-20 likes average.

Again, it's a quick scroll as they aren't selling themselves, but just showing their work (which IS good work) but to tiktok brain people, its just a cool car, (**scrolls to next video**) and so on and so on.

On google maps, they are doing ok. 60 reviews, all high. However, there are no links to their website. I had to dig for about 5 minutes before I found it. Prospects wouldn't bother and would be gone in 10 seconds.

Their work is good, marketing, not so much.

COULD YOU MAKE IT BETTER?

I could:

- Improve their Website
- Get them a custom domain
- Add an SEO to said website to make it to the top

- Increase following and presence on Insta and Facebook AND potentially Tiktok.
- Convert more prospects to leads via running some of my ads.
- Link my ads to a landing page built by me, to increase conversion rate overall.
- Increase interaction on social media, get more people more interested, and therefore, more clients. More money in.

DO THEY HAVE A WEBSITE?

Yes, but its shit.

IS THE WEBSITE FOCUSED ON CONVERSION?

Well, it's hard to find. So conversion is out the window already.

However, I looked at their website. No domain. Standard google template. Looks awful.

BUT.

Theres no clutter. Gets straight to the point. Immediately tells you who to call, location and how else to contact them.

What they don't have is a showcase of what they do, which isn't clear to any prospects online. Specific services aren't outlined, so prospects don't know what to look for.

But their approach is ok, idea wise (not visually). They get straight to the point, so I wouldn't change THAT aspect.

WHAT IS THEIR OFFER?

Send a message. You give us money. We modify your car, providing dash cam fitting, vehicle wrapping, and more.

Specialises in premium ambient lighting. Something that a lot of other local garages aren't as proficient in.

HOW ARE THEY GENERATING LEADS?

Word of mouth, and social media. Car scene is big here in this city. Especially in my area (i live close to this garage).

Showcasing their results on social media. People tell others to check them out, then prospects hit the DMs, then they make a sale.

WHEN YOU GOOGLE THEM, ARE THEY AROUND THE TOP? OR HIDDEN BELOW

Here's the confusing part.

1. There is another AK Customs in the UK. But it's in a **different city**, more followers and it's temporarily **closed**. HOWEVER, they still come up first before OUR target.

2. Their facebook is the 4th result on google when you type in the general term 'AK Customs'. The closed AK Customothe's other social media pop up around the top, so this can confuse any potential prospects if they click on the wrong one.
3. If we narrow it down to 'AK Customs Birmingham', their facebook is 2nd to the other closed AK Customs.
4. Tiktok, Instagram, Webpage? NOWHERE IN SITE. Completely hidden.
5. Google maps location pops up first.

HOW ARE THE REVIEWS LOOKING?

All great reviews, there's no doubt they do amazing work.

HOW IS THE WEBSITE, DOES IT HAVE CONTENT?

Unreadable slideshow at the top. No content. Messy, visually disgusting layout, and bad colour combos. Webpage is pretty much a 'contact us' page. I think there is loads of room for improvement.

HOW IS THEIR SOCIAL SITUATION (INSTA, FB ETC ETC)

Overall ok/decent edits and content.

Insta - Nearly 1.5k followers. 1-10k views on average reels. Latest posts? Much lower view counts, 5-100 likes, 0-10 comments.

FB - The most neglected. 78 followers. Little to no interaction. Many posts. Even liked one of his own reels, and he was the only one lol. Can be improved.

TikTok - 469 followers. 80-800 views avg. per post. 5-25 likes. Comments are rare. But are support from his close ones clearly.

Overall (SM),

Best - High view count on Insta reels. Decent edits on instagram. Good following.
Active on Facebook.
Edits on tiktok are good.

Worst - Little to no interest shown or conversion via SM comments or likes compared to views.

Instagram ad is clearly not attracting people.

Facebook is heavily neglected.

Tiktok is like a car edit page. Someone scrolling won't think they are selling the lights because it's not mentioned they are a garage at all. They'll just think ***"oh, cool car lights, wonder where I can buy them??? Anyways... 'scrolls'."*** **AND THEY WILL FORGET IN 5 SECONDS!**