

Day 19

10 prospects

Niche: Football

Prospect 1:

Traffic (according to Similarweb): 86k
Social media: Instagram (8k followers)
Twitter/X: 11k followers
Youtube: 6.5k subs
Facebook: 7k followers
Tiktok: 9k followers

Notable: Their SF videos consist of sketches and football tricks, rather than promoting their product. Their YT views barely go over 10k views, with some even below 1k views.

How can I help?

I can help their company by creating SFC engaging ads promoting their products. That's the part where they lack the most.

Prospect 2:

Traffic: 14k
Social media: Tiktok (<100 followers)
Twitter (ditto)
Facebook (ditto)
Instagram (1.5k)

Notable: They lack ads. They have no ads for their products at all

How can I help?

Same as prospect 1, they need SF ads that will hook the viewer and that's where I can help

Prospect 3:

Traffic: 20k

Social media: LinkedIn
YT (1.4k)
Instagram (25k)
Facebook (342k)
TikTok (9k)

Twitter (7k)

Notable: Their “ads” feature challenge videos which use their products, hence advertising their products indirectly

How can I help?

I believe I can create engaging SF ads that directly promote the products to the viewer in a persuasive way

Prospect 4:

Traffic:18k

Social media: Instagram (15k)
YT (<500 subs)
Twitter: 1.5k
Instagram (15k)
Facebook (1.5k)

Notable: Their only form of advertising is through image posting on instagram

How can I help?

Same as prospect 1 and the others, they need ads, especially fast-paced SF ads that can keep the viewer hooked

Prospect 5:

Traffic: 12k
Social media: Instagram (3.2k)

Notable: Lack of online presence. No ads at all, just SF videos featuring football facts

How can I help?

Ditto

Prospect 6:

Traffic:65k

Social media: Instagram (16.9k)

YT (4.7k)

Twitter (inactive)

Notable:

Their ads on instagram only feature the way they make their jerseys. Little to no motion nor transitions. Their Youtube channel only feature sketches and average tiktok type video (barley any advertising)

How can I help?

Same as previous prospects. I can create ads that will hook the average tiktok brain while promoting their products

Prospect 7:

Traffic:275k

Social media: YT (131k)

Instagram (801k)

Facebook (139k)

Twitter (10k)

Notable: They have no ads at all. Their videos, like many others', feature sketches, challenges and other promo videos they get from bigger brands like Nike

How can I help?

Ditto

Prospect 8:

Traffic:20k

Social media: Instagram (2.4k)

Notable: Ditto

How can I help?

Ditto

Prospect 9:

Traffic:103k

Social media: Instagram (726)

Notable: They lack engaging ads. They are slow paced. Furthermore the business is set in Germany

How can I help?

Regarding their location, I can create ads for them either in German or in English, hence increasing their global popularity

Prospect 10:

Traffic: N/A (no website)

Social media: Instagram (1.2k)

Notable: Their lack of a main website is the reason for their low online traffic. They lack ads (poor ads with little to no editing), and same as the previous prospect, this one is also from Germany

How can I help?

I believe high quality, engaging, SF video ads for their products will be nothing but beneficial to their brand whatsoever. The real question I have is whether I should do the ads in German or English (for a wider audience)