

GPT Prospect Research Case Study (CASH CHALLENGE)

Service: Short Form Ad Creation

Prospect: The prospect is a male entrepreneur in his 30s, serving as the director of an eco-friendly outdoor sports equipment store with a strong focus on mountaineering gear. Despite the overall success of his business, he struggles to penetrate the freestyle snowsports market and convert this audience into paying customers. His primary challenges include low traffic and conversion rates from this segment, and limited reach compared to competitors like Burton and The North Face. He has attempted to produce high-quality content but hasn't fully explored effective short-form content strategies. His frustrations include stagnant sales and the constant pressure of seeing competitors excel in the same market.

Website visits: 3.1M

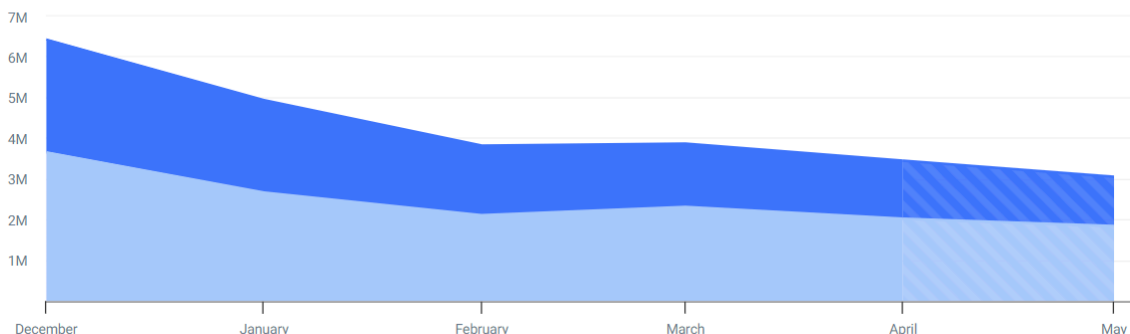
Instagram followers: 1.4M

Youtube subs: 175K

X followers: 145K

Monthly Visits Over Time ⓘ

Month-to-date



Overcoming Market Penetration Challenges in the Freestyle Snowsports Sector

Background

The director of an eco-friendly, outdoor sports equipment store, specialising in mountaineering, faces significant challenges in penetrating the freestyle snowsports market. Despite having a successful business, he struggles with attracting visitors who are more likely to convert into paying customers. His competitors, dominate the market, highlighting

his brand's shortcomings and causing frustration and anxiety. He has attempted to produce high-quality content but has not fully explored the intricacies needed to craft compelling short-form content.

Key Problems

1. Low Traffic and Conversion Rates

- Despite significant efforts, website traffic remains stagnant and conversion rates are disappointingly low.
- Sales reports show stagnation or, worse, a decline in revenue from the freestyle snowsports segment.

2. Limited Reach in Target Markets

- His brand struggles to engage the freestyle snowsports audience, unlike competitors who have a strong foothold in this niche.
- Social media posts and marketing campaigns fail to resonate with this specific audience.

Fears and Frustrations

- **Revenue Freefall:** The fear of declining sales due to ineffective marketing strategies.
- **Brand Wilderness:** Losing market relevance as competitors thrive.
- **Director's Dilemma:** Professional failure stemming from an inability to meet business goals.
- **Content Dead Zone:** Frustration with creating content that fails to engage or convert.
- **Sales Stalemate:** Poor conversion rates despite considerable marketing efforts.
- **Rival's Ridge:** Competitors' success highlighting his own marketing gaps.

Content Strategies and Angles

1. Logical Solution Worsens the Problem

- **Angle:** "The logical solution to your problem only makes it worse, here's why focusing solely on product discounts can actually devalue your brand and decrease long-term revenue."
- **Strategy:** Shift the focus from discount-driven sales to creating high-quality, engaging short-form content that highlights the unique features and benefits of the products.

2. It's Not Your Fault

- **Angle:** "It's not your fault that you're facing this problem. Do this to fix it—shift your focus from broad marketing strategies to targeted short-form content that resonates with the freestyle snowsports community."
- **Strategy:** Develop niche-specific content that speaks directly to the interests and passions of the freestyle snowsports audience.

3. Conventional Method Doesn't Work

- **Angle:** "Why the conventional method doesn't work. Here's what you have to do instead—ditch the long, uninspiring posts and create dynamic, attention-grabbing short-form videos."
- **Strategy:** Implement a robust short-form content strategy, utilising visually engaging videos and stories that capture the excitement and energy of freestyle snowsports.

4. **Fear Coming True**

- **Angle:** "This situation that you're experiencing means that your fear is coming true—low conversion rates indicate that your current content strategy is failing to engage and convert your audience."
- **Strategy:** Conduct a content audit and revamp the approach to include interactive and community-driven content that fosters engagement and loyalty.

5. **Suspicious Confirmed**

- **Angle:** "What you suspect might be happening, is happening—low engagement on your posts means your content isn't resonating with your audience."
- **Strategy:** Leverage data analytics to understand audience preferences and tailor content accordingly, ensuring it resonates and drives engagement.

6. **Facing This Problem**

- **Angle:** "Facing this problem? Here's what you have to do—accelerate your growth by adopting rapid, iterative content creation and testing."
- **Strategy:** Embrace a test-and-learn approach, quickly iterating on content ideas to find what works best and scaling successful strategies.

Solution

Short-Form Ad Creation Services

By partnering with our short-form ad creation service, the director can transform his marketing strategy to effectively penetrate the freestyle snowsports market. Our service includes:

- **Customised Content Creation:** Developing high-quality, engaging short-form videos tailored to the freestyle snowsports audience.
- **Data-Driven Strategies:** Utilising analytics to refine content and maximise engagement.
- **Innovative Storytelling:** Crafting compelling narratives that highlight the unique aspects of the brand and its products.
- **Audience Engagement:** Building a strong community through interactive and user-generated content.

By implementing these strategies, the director can overcome his current marketing challenges, boost traffic and conversion rates, and establish a strong presence in the freestyle snowsports market, ultimately achieving his business goals and outperforming competitors.