

# Instagram Video 2

## 1. What are three things he's doing right?

- **Headline:**

He has a solid headline.

He goes straight to the point - how to make 2 pounds from 1 pounds spent on marketing...

Which is a compelling ROI.

Good reason to pay attention to.

He sold the desired results for the audience.

- **Offer**

He actually made an offer at the end of the video, compared to the previous one. And it's a low-threshold offer.

He shows quality content during the video.

And closed by giving them their free action plan and marketing analysis.

→ Which is kinda odd, because it seems like he's trying to offer 2 things.

I will go over this in the next question.

But at least, he has the offer.

- **Subtitle**

He had a clean subtitle for his video.

Make it easy for his viewers to follow.

## 2. What are three things you would improve on?

- **The CTA:**

The CTA, which in this case is "Comment Cash Down below" is kind of confusing to me. Even when I look at the subtitle, it's still confusing.

If he means, Comment "Cash" Down below...

I would suggest that he emphasize the word "Cash" when he speaks, adding a bit of intonation in this part, speaking a bit slower so that listeners can get his point...

And put the word Cash in the " " for the Subtitle also. → "Cash"

- **The Offer**

The latter sentence - "I'm gonna just give you a plan of action to move forward with so that you can go out and conquer the market wherever you are"...

Is a bit odd to me.

Especially the part "*so that you can go out and conquer the market wherever you are*"

Probably this can be moved.

"If you have a Business, Comment "Cash" Down below because I'm giving away a Free Marketing Analysis" is doing just good.

But if he wants to zoom in on this, it is fine too.

Rewrite the Offer: "If you have a Business, Comment "Cash" down below and I will give you a Free Marketing Analysis. I'm gonna give you a plan of action to improve your advertising results."

Nah... I think removing it completely is better.

- Camera angle

I would also suggest positioning himself in a higher spot.

His eyes should align with the eye-level of the viewers.

The subtitle should be near his mouth more.

### 3. Write the script for the first 5 seconds of your video if you had to remake this

"Business Owners, This is how you Make 2 Pounds per 1 Pound Spent on Advertising"