

☐ Prospect 1

Website: 5k Traffic

Insta: 8.9k (posts not too often and type of content has fallen off i think they lost their editor)

FB: 300 followers (no ads)

Youtube: 5 subs (not active hasn't posted in 5 years)

Problem: Organic content is very basic. What I saw was around February they had better content with videos showing off different angles with the speed ramps type content. Then around april they stopped making videos like this. I believe they lost their video editor or something. None of their content has CTA's.

Solution:

1. Make content that is not just cool angles with speed ramps but offer to make content with narrative showing off fleet with actual names of cars, showing off how much day rentals can be.
2. Can also offer content with AI voice to get the human interaction features of cars.
3. Adding CTA's so people know where to go and get more bookings.
4. Can help them open a tiktok account as well because that's engagement and people they can get on their website as well.
5. Offering SFC to get them more traffic on their website to get more bookings

Upsell

1. Long form content on youtube of how they buy sell cars.
2. Whole process of renting out a car and requirements could be cool on youtube.