

Marketing case-study of TOP Player in Business/Sales Coaching niche:

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To-Fu:

- He's using all big 3 platforms: IG, YT, TT
- His SFC is specific by:
 - Is recycled from his live events, coaching sessions, seminars and trainings
 - Doesn't have any great editing
 - Only a dynamic music, cut out all the pauses
 - Big captions
 - Lot of zoom-ins
 - Most of the time he's posting videos on how to become better at selling and motivational videos about how to become a better leader, a better man
 - And he also posts posts from his life, about his family and so on

Instagram:

- Posting frequency: 4-6 times a day
- Main type of content: SFC

YouTube:

- Posting frequency: 2 times a day, 6-14min. long videos
- Main type of content: techniques on sales and how to become better leader, LFC is his main type of content and he has no SFC on YT, I think this what I could make better

Facebook:

- Only reposting content from IG

LinkedIn:

- Almost nothing

Tiktok:

- Only reposting content from IG
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MoFu:**Websites:**

- Here is type of content where the \$\$\$ are made!
- Ton of VSLs on every website he has, on every product he sells and on every event he's doing - lot of this content can be used directly as ads on social media platforms like IG/YT
- He also has graphics on his websites that need to be made with some content creators... Animated logos etc.

CONCLUSION:

So I think, that the most precious service for business in this niche are ads that can be run on social media to attract new traffic to the middle of the funnel and convert leads into prospects... And also VSLs on Landing Pages that help convert prospects into customers.

Ad creation is the #1 service I wanna choose