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Analyze The Top Market Player

1. Perform full research on their target market and avatar.

Hers target market are mostly the people that have problems in their relationships. Perfect avatar would probably be someone that is in a toxic relationship and frustrated that he/she can not have a nice rapport with the person they love.

2. What are the reasons their customers decide to buy?

She explains very nicely the common issues that almost every couple find troublesome to solve, and gives the

hint that she has the solution to them so her customers decide to buy her products out of curiosity and belief that she will solve their problems.

3. How are they getting attention?

With her instagram page. She has very decent posts that are catchy, they stand out, they are different than others and are somehow adapted to the topic. Also they have catchy titles and it makes you just wanna know about the thing she speaks.

4. How are they monetizing their attention?

She is amplifying the bad feelings over and over and provides some valuable information that build up curiosity. Then people want to know more and go to her

website seeking to buy her products in order to solve their problems.

5. What is this brand doing better than anyone else?

She is not giving the whole solution to the problem she presents, she just hints that there are a lot ways to solve them leaving the readers, again, curious.

6. What mistakes (if any) are they making?

Her website is a little bit confusing and it is hard to get the products she offers.

7. What can other brands in the market do to win?

They can follow the way she works and apply what they see to their own. To surpass her they can create a

website that is more clear than hers, that is not
confusing and with the better access to the products.