

Analysis

1- Delivery prices are higher than the cost of the posters.

Solution: Increase the price of the posters.

2- Reels are local.

Solution: Recreate the Reels in a professional way so that the customers can feel how professional and luxurious the brand is.

3- Instagram profile is a bit messy.

Solution: Organise everything, and most importantly create collections.

Ways to improve the brand

1- Create collections; Phone cases, Posters, ID cards, etc..

2- Create Reels for the creation process.

3- Improve the quality of the posters by adding solid frames and much more in order to match the desired price.

4- Create Gift Collections.

5- Suggest poster designs because some people are too lazy to look for designs.

Advertise for Batman ID cards

1- Use popular Batman quotes or scenes in the posts/Reels.

2- Create an Unboxing Reel with what comes with the card.

3- Create a Giveaway “The best Batman Card gets a 50% discount on his next order”.