

How to diagnose a company:

How are they currently getting attention online:

They only need to be good at one of these:

1) Organic social media content:

Look at their biggest social media platform:

0-1k - getting attention is their biggest weakness.

1-10k - limited options for monetization, attention is still the main challenge.

10-100k - primary focus starts to shift to monetization.

2) Paid ads:

Longer the ad is running or the more ads seen, the more likely the ads are successful.

3) SEO ranking:

Use tools like semrush, and similarweb.com to see what terms they rank highly if any.

Search google, youtube, and amazon etc using the same keywords their target market would use - are they in the top 1-3 results or on the first page at least?

4) Affiliate marketing network/ joint venture partners:

Check various social media platforms to see if influential accounts are tagging or promoting your prospect's products.

5) Direct sales:

Common in B2B and hard to spot from the outside. If they have many testimonials but no obvious attention-grabbing methods, assume they excel at direct sales.

Methods include - cold calling, cold email/DM, networking, trade shows or events.

6) Press coverage/ social media buzz/ trending:

Have they been featured on high profile news sites?

Are they being discussed on social media or top podcasts?

Have they done something remarkable and are now trending online?

Analyse how they are currently monetizing attention:

Value ladder and funnels:

Do they have:

Lead magnets?

Low-ticket products?

Medium-ticket products?

High-ticket products?

Is one of their products weaker than the rest?

Do their products rely on the owner's individual time, or can they be scaled?

Do they have upsells, downsells and cross sells built into their funnels?

By Nidhish Lolldharowa

Are they nurturing their existing customers to move them higher up the value ladder?

Copywriting quality:

How well does their copy utilize the main emotional drivers of the target market?

Have they accurately matched their audience's level of sophistication and awareness?

Is their copy confusing, boring or ugly?

Are there any noticeable opportunities to use other copywriting tactics to increase the percentage of people that engage and purchase?

Asian Wealth Jewellers UK:

Competitions in the watch and jewellery section:

Reviews on Amazon: HANPOSH Men's wrist watches chronograph stainless steel analogue quartz:

5 star rating comments:

Perfect gift for wedding for men

Wristband in silver and gold is a striking combination. The black face is also very stylish. The clasp is easy to spring and it's comfortable on the wrist.

A stylish watch is a must.

1 star reviews:

Very basic and didn't work and some of it doesn't know as instructions very vague

Doesn't keep the correct time or date, strap detached at the watch less than a day after it was bought. I would not recommend this item, yeah looks great but quality doesn't match the looks

The wrist strap could not be adjusted as the removable pins had been plated in during the plating process.