



BUYER PERSONA

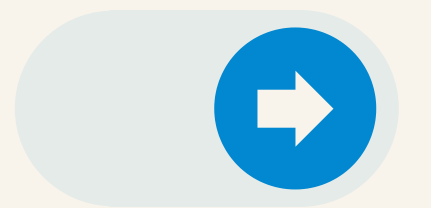
Buyer + brand review

BUYER PERSONA

The main objective of the buyer persona is clear: to have a clear idea of who our ideal customer is, in order to design more effective marketing actions.



BUYER 1



BIO

JOHN SMITH

John is a 40-year-old married man with no children. He currently lives in Chicago in a three-bedroom apartment with his wife.

John runs a small financial consulting business with a staff of about 30 people. It started with him and his partner and has gradually grown to provide their clients with capital management of their investment capital in the stock markets with a good rate of return.

However, since COVID, business seems to be a little slower than usual. He feels stagnant without being able to move forward and properly fulfill his duty as a boss to take his business to a higher level with his employees.

He has never felt comfortable being the communication person, that's what he had his partner for but things have not been going so well with him. He would like to be able to gain better leadership skills and express clearly what needs to be done on an emotional level and on a job-specific level.

He has heard of some programs that can help him create a better mindset, which is specifically geared towards companies using Industrial-Organizational Psychology, Organizational Behavior and Cognitive Neuroscience to take his skills to a new level.

He thinks this could be a great option for his personal development as the head of this company. He even thinks it is possible that if it works for him it could work for some of his employees.





JOHN SMITH

AGE: 40
STATUS: Married
OCCUPATION: Small Business owner
LOCATION: Chicago, Illinois
INCOME: 110,000\$ per year

FAVORITE SOCIAL NETWORKS:



GOALS AND OBJETIVES

- John's main objective is to learn how to have a leadership mindset, improve his communication and empathic skills to better connect with his employees and customers.
- He wants to be able to learn this in a personalized way with a program that is specifically for entrepreneurs.
- He wants to take the reins of his business and take it to the next level.

NEEDS

- He needs it to be a program that is customized to his needs, as well as individualized.
- He needs it to be fast and flexible with his time.
- He needs to be able to do it remotely or in person.

FRUSTRATIONS AND FEARS

- "I've never believed in the mindset or thinking positive thoughts.
- "It will cost too much"
- "Does this method work?"

MOTIVATIONS

- John's main motivation is to become a better boss, to take his company to the next level by changing his mindset and improving his communication skills.

PERSONALITY



BUYING INFLUENCE



FREQUENT BRANDS



HOW BRAND CAN HELP:

The brand can help by providing a specialized service for him on how to create a positive mindset and leadership qualities, along with communication skills to make his company a success.

PURCHASING BEHAVIOR

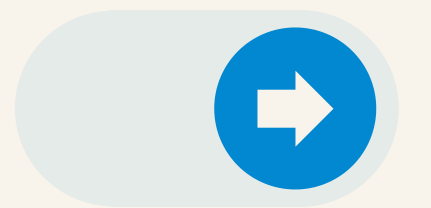
Complex purchase behavior
This arises when consumers buy an expensive product. In this transaction they are very involved in the purchase decision and will research thoroughly before committing to invest.

Consumers behave very differently when buying an expensive product or a product they are not familiar with. When the purchase risk is very high, they consult friends, family and experts before making the decision.

ADS USAGE



BUYER 2



BIO

JENNIFER BROWN

Jennifer is a 35 year old woman, currently in a relationship with her boyfriend of 2 years. Jennifer lives with him in a two bedroom apartment in Chicago.

Jennifer is a Marketing Manager for a medium sized company. She has had early success in her career which has led her to manage the entire department at this young age. However, she feels she doesn't know everything about how to be a true leader for her team, or how to best engage them so that everything runs smoothly.

Rather than an issue of marketing training, she thinks it's mental and linguistic obstacles that lead to lack of engagement and performance from her team.

She would like to hire a team specialized in neuro-linguistics and mindset in the organizational area that would teach her and other managers how to create new communication skills to deal with the challenges of managing their respective teams.





JENNIFER BROWN

AGE: 35
STATUS: In a relationship
OCCUPATION: Marketing Manager
LOCATION: Chicago, Illinois
INCOME: \$151,150 per year

FAVORITE SOCIAL NETWORKS:



GOALS AND OBJETIVES

- Jennifer's main objective is to learn how to better manage her team through effective communication skills.
- She wants to excel in her leadership role.
- She wants to have better results and less confusion when working on a new project with her team.

FRUSTRATIONS AND FEARS

- "I don't know if this is what I or my team really needs."
- "What specific areas do you work on?"
- "How long will it be? I don't have a lot of time."

NEEDS

- She needs to know exactly what the program offers.
- She needs them to have a model for individuals and a model for corporate groups.
- She needs to be able to do it in person for groups.

MOTIVATIONS

- Jennifer's main motivation is to become a better manager for her team and get her team motivated and ready for each project with a positive mind set.

PERSONALITY



BUYING INFLUENCE



FREQUENT BRANDS



HOW BRAND CAN HELP:

The brand can help by providing her with a service to unlock her growth potential by combining training in the field of Industrial-Organizational Psychology, Organizational Behavior and Cognitive Neuroscience combined with over 15 years of experience.

PURCHASING BEHAVIOR

Dissonance-reducing buying behavior
 Dissonance-reducing buying behavior is when the consumer has difficulty identifying the differences between a brand or is concerned about regretting his or her choice.

This may be due to high price and infrequent purchase. In addition, there is a low availability of options with less significant differences between brands.

ADS USAGE



BUYER 3



BIO

MICHAEL RAMÍREZ

Michael is a 45-year-old married man with a 10-year-old son. He lives in Chicago in a house in the suburbs.

Michael works as a financial manager for a medium-sized company. He loves his job and accomplishing the goals he sets for himself.

However, COVID has changed how he relates to his team. As a result, his team was reduced by more than half and most of the work became teleconferencing, video calls or email.

All this caused him to lose a bit of control over how to run his team in an efficient and practical way. On top of that he feels stuck, as if he can't yearn anymore. He always wanted to go further, but now he simply feels that he does not meet the basic qualities for a good manager and that with this background he will never be able to move up in the company.

He has heard about a program to unlock his growth potential by combining training in the fields of Industrial-Organizational Psychology, Organizational Behavior and Cognitive Neuroscience. This is a real eye-opener for him. He has always heard on entrepreneurship and business podcasts the importance of building a mindset and believing deeply in who you are in order to make it all come true.





MICHAEL RAMÍREZ

AGE: 45
STATUS: Married, 1 Children
OCCUPATION: Financial Manager
LOCATION: Chicago, Illinois
INCOME: \$134,180 per year

FAVORITE SOCIAL NETWORKS:



OBJECTIVES AND NEEDS

- Michael's main objective is to regain his self-confidence as a manager, learn to lead the team from a distance and overcome obstacles to unlock his true potential.
- He wants to be able to organize his mind through a winning and leadership mindset.
- He wants to be able to stimulate his team to be more efficient in their daily tasks.

FRUSTRATIONS AND FEARS

- "I don't want it to be a scam."
- "Are there others like this or are they the only ones?"
- "Should I do the program with my team or for me only?"
- "Is it too expensive?"

NEEDS

- He needs to be able to customize this program to his needs.
- He needs you to focus on leadership and effective communication.
- He needs to be able to do it both remotely and in person.

MOTIVATIONS

- Michael's main motivation is to become a good manager for his team and to unlock his potential to continue to grow in the company until he reaches his goals.

PERSONALITY



BUYING INFLUENCE



FREQUENT BRANDS



HOW BRANDING CAN HELP:

The brand can help by providing him with a specialized service for his needs as a manager to develop the best skills to work with his team.

PURCHASING BEHAVIOR

Variety-seeking buying behavior is when consumers are looking for variety, so they are constantly switching brands.

The cost of switching products is low and, therefore, consumers may want to try new products just out of curiosity or boredom. Not out of dissatisfaction, but out of the need to seek variety.

ADS USAGE

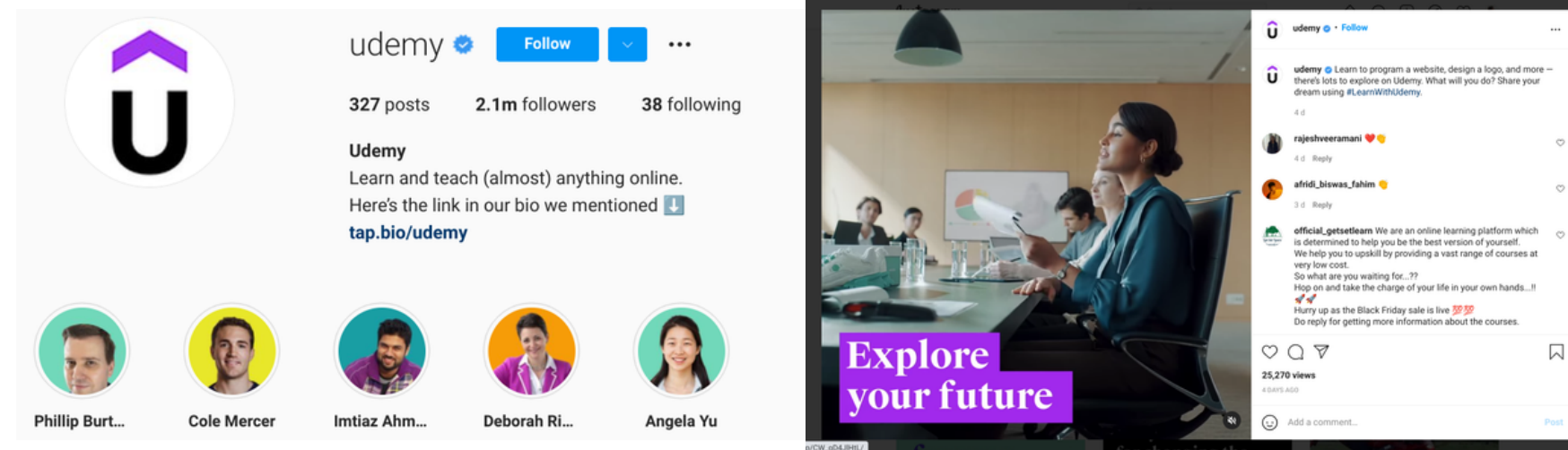


COMPETITORS

Competitors are defined as the set of companies that offer a service or product similar to ours or that target the same market segment.



COMPETITOR 1 - UDEMY



After analyzing its website, social networks, communication channels and content, we have the following conclusion:

- 1- According to the data obtained from Facebook Ad Library, the brand is running paid ads in all eleven locations on Facebook and Instagram.
- 2- According to the data obtained from Google Ads, the brand is running constant paid ads. The ads have some failures in the landing pages and this generates that the abandonment rate is high, that is, the performance of the ad goes down because people enter a link that gives error.
- 3- According to the data obtained in Alexa Ranking, its traffic comes from India 22.8%, United States 16.8% and Japan 4.6%.
- 4- The website has a good design and graphic layout and has no loading errors. What has error in loading are the landing pages of purchase that comes from this site and that are being used in the ads.
- 5- They have good branding, good website and tone of voice for all social media communications of the brand.
- 6- Within the web it is difficult to locate the social networks, this is a design error.
- 7- They have a good engagement compared to the number of followers. There are posts on social networks that exceed 20k likes.
- 8- The brand works with customized content for social networks.
- 9- They use SEO strategies to position themselves in Internet searches. The keywords they rank for are very basic. This indicates that the SEO strategy is not optimized.
- 10- The brand works on lead generation strategies. This helps them to increase their database for email marketing.

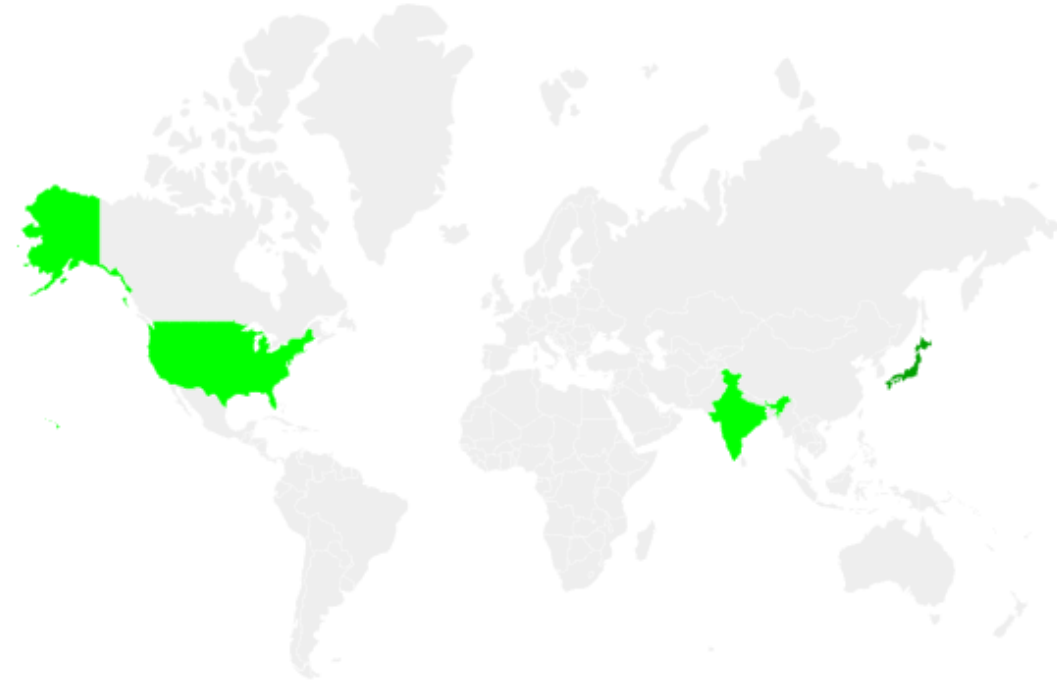
In general, it is a brand with a very good reach, they are positioned, have a good website, a good concept and a well executed branding. They have some errors in the landing pages of the ads and so this makes them lose some of the investment of the ads but as they are executing various digital strategies in other media they are not directly affected by the ads.

COMPETITOR 1 - UDEMY

Audience Geography

All visitors to this site in the past 30 days

Estimate ?



Visitors by Country

India	22.8%
United States	16.8%
Japan	4.6%

Geographic location of the traffic received by the website on a monthly basis.

India 22.8%
United States 16.8%
Japan 4.6%

Site Metrics

All visitors to this site

Estimate ?

Engagement

7.64 5.56%

Daily Pageviews per Visitor

9:55 4%

Daily Time on Site ?

30.8% 6%

Bounce rate ?

Past 90 Days

Web metrics data. Includes: engagement, retention rate and bounce rate.

COMPETITOR 1 - UDEMY

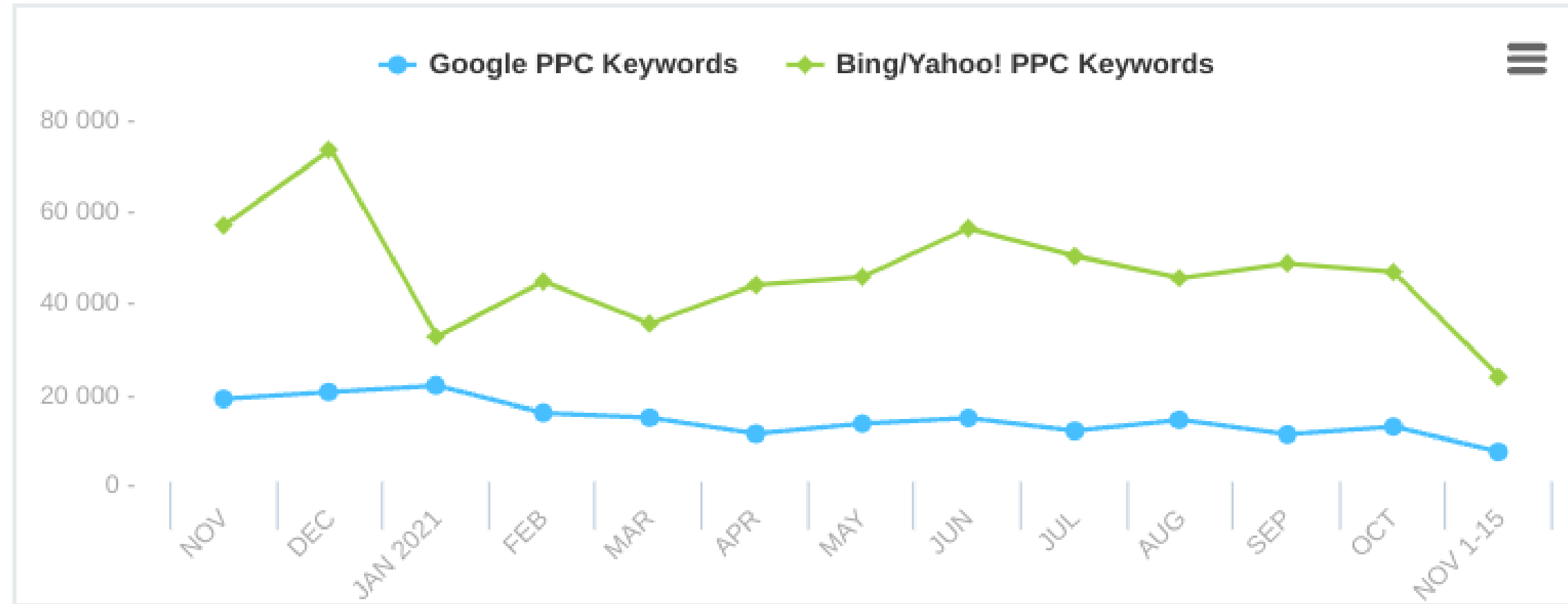








Chart with available ads in Google and Bing-Yahoo from November 2020 to November 2021

Blue line: Google
Green line: Bing-Yahoo

The highest peak occurs November 2020, at Bing-Yahoo
The investment was maintained throughout the year for Google Ad

COMPETITOR 1 - UDEMY

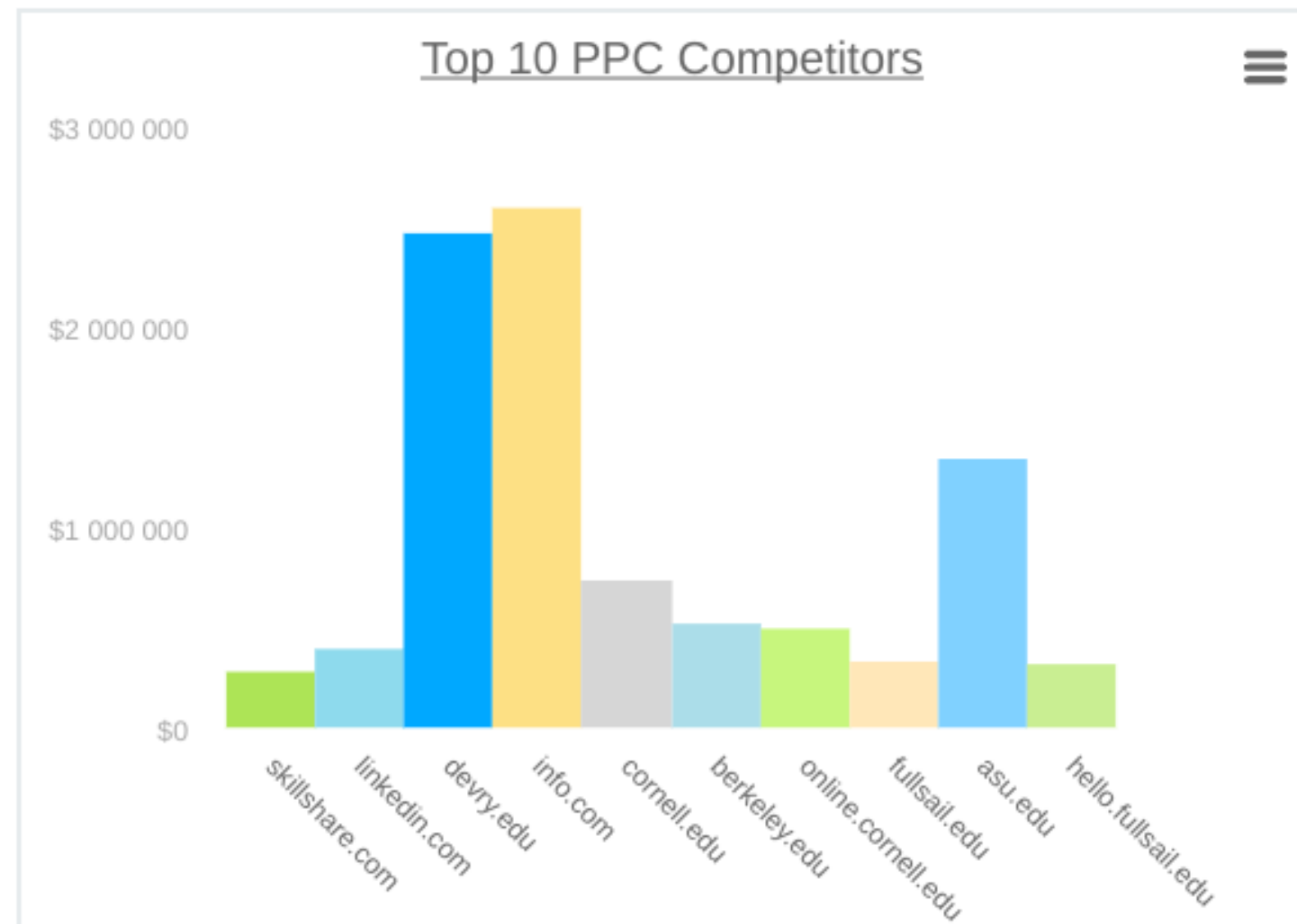
TOP ADS IN GOOGLE

Ad Copy	AEI ⓘ	Destination Url	Group That Triggers The Ad ⓘ	Monthly Traffic To This Ad	Avg Rank	Days Seen ⓘ	First Seen ⓘ	Last Seen ⓘ
https://www.udemy.com/ Online Photography Courses - Start Today & Change Your Life Best Online Photography Class: How to Take Amazing Photos for Beginners & Advanced Users	95.68 	https://www.udemy.com/course/photography-masterclass-complete-guide-to-photography/	+ 24	1800 	3.1	209	4/21/2021	11/15/2021
https://www.udemy.com/ HTML & CSS Online Course - Start Learning Today Learn HTML & CSS From Scratch While Designing And Coding Your Own Project Step-by-step	88.61 	https://www.udemy.com/course/web-design-for-beginners-real-world-coding-in-html-css/	+ 19	1130 	3.7	207	4/18/2021	11/10/2021
https://www.udemy.com/ Assertiveness Training: Gain Respect and Personal Power ... Skill up to the C-Suite. These business skills will put you on the right path. Join millions of learners from around the world already learning on Udemy. Download to your phone.	86.12 	https://www.udemy.com/course/assertiveness-training/	+ 2	30 	1.8	103	8/5/2021	11/15/2021

The ads have a medium segmentation, therefore, they have a medium reach.

COMPETITOR 1 - UDEMY

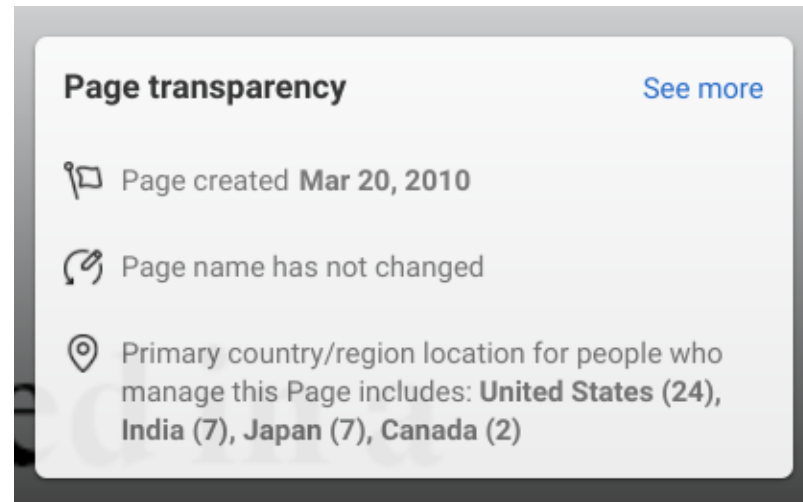
TOP COMPETITORS IN GOOGLE



Top competitors that Google identifies for this brand

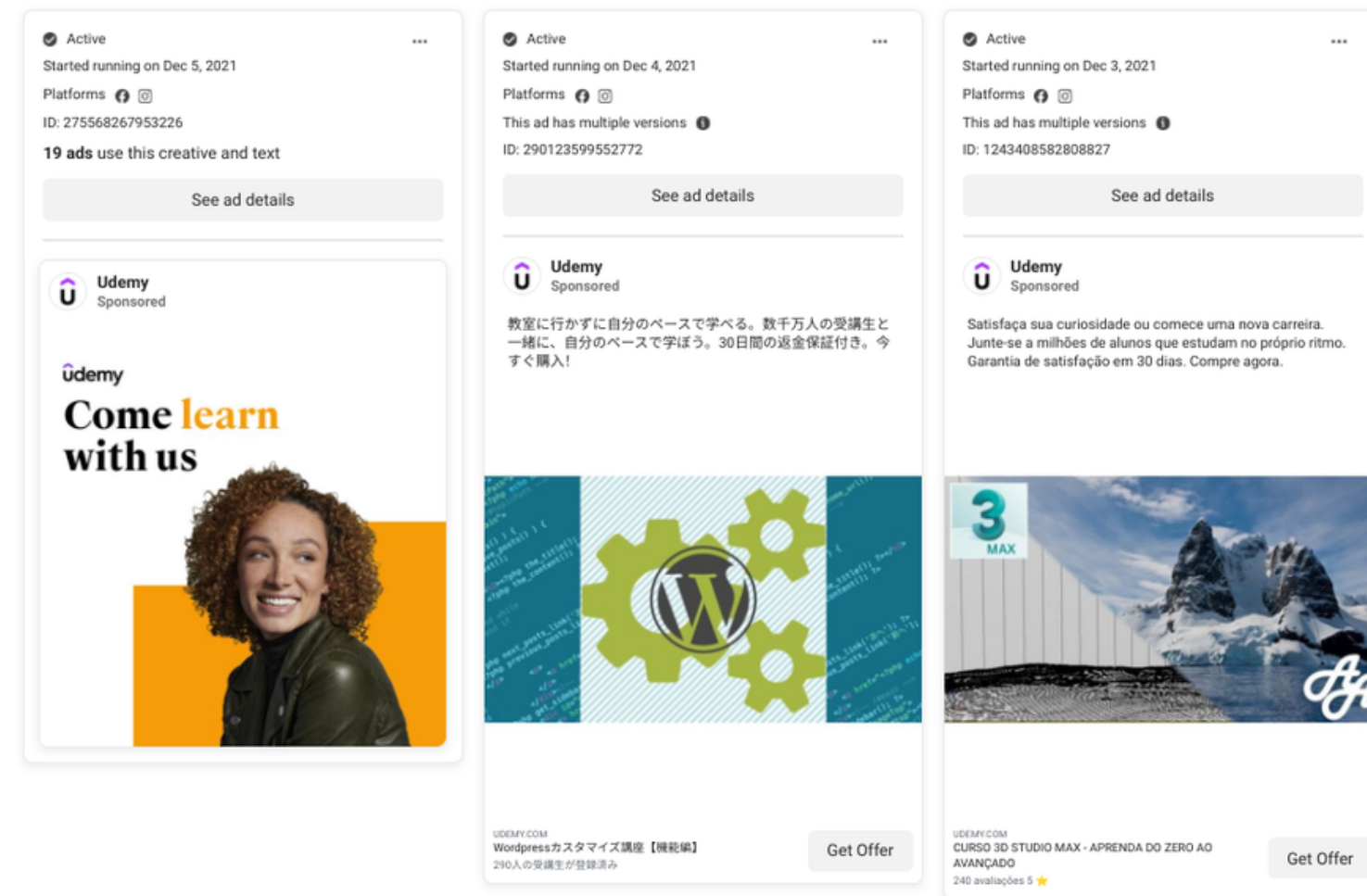
COMPETITOR 1 - UDEMY

Set of ads and campaigns that the brand has been working on.



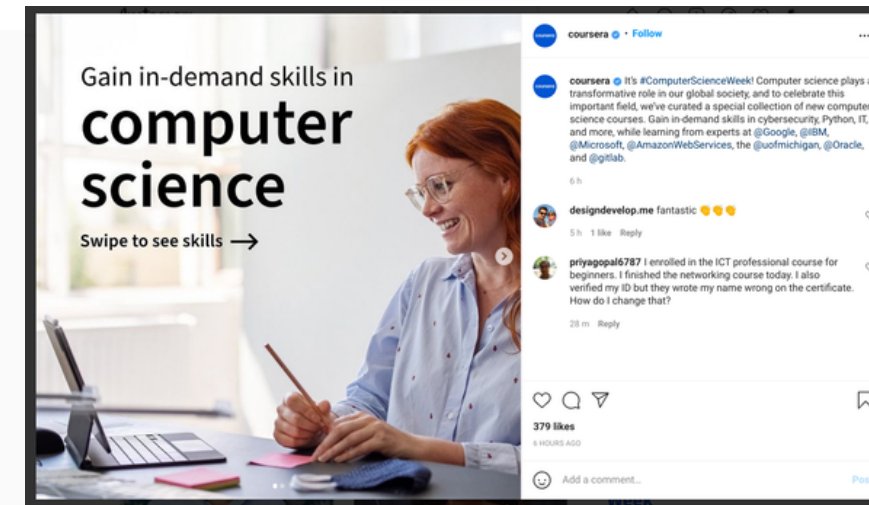
In the "Page Transparency" section, the main country of all persons with existing page roles is displayed, regardless of the role or activity level of each of them. However, the main country of any disabled account or system users will not be displayed.

Launched December 2021



Active ads in December

COMPETITOR 2 - COURSERA



After analyzing their website, social networks, communication channels and content we have the following conclusion:

- 1- The brand is investing in Facebook and Instagram ads, they have a quite detailed segmentation so the ads are performing well.
- 2- The brand has a lot of web loading problems and broken links that affect the user experience and final conversions.
- 3- The brand has a website that is not responsive (this means that it does not look good on mobile devices). A responsive website is one that is able to adapt to any device where it is displayed.
- 4- They get most of their traffic from social networks. But they have little engagement on social networks compared to the number of followers.
- 5- The brand has good branding that identifies the brand values but does not correctly develop its tone of voice on social networks.
- 6- The brand constantly uses social proof within its website. persuasion techniques most used in digital marketing. It is a mental activator that leverages the positive experiences that consumers have had with your brand to encourage new customers to buy.
- 7- According to data obtained from the Alexa Ranking, its traffic comes from India 21.4%, the United States 19.1% and Canada 4.2%.
- 8- The brand is investing in paid ads within Google Ads. These ads are done automatically and without the ideal customer personalization, this makes their ads have a low reach. This makes them lose money with their ad investment.
- 9- The brand is working on SEO optimization within their website.

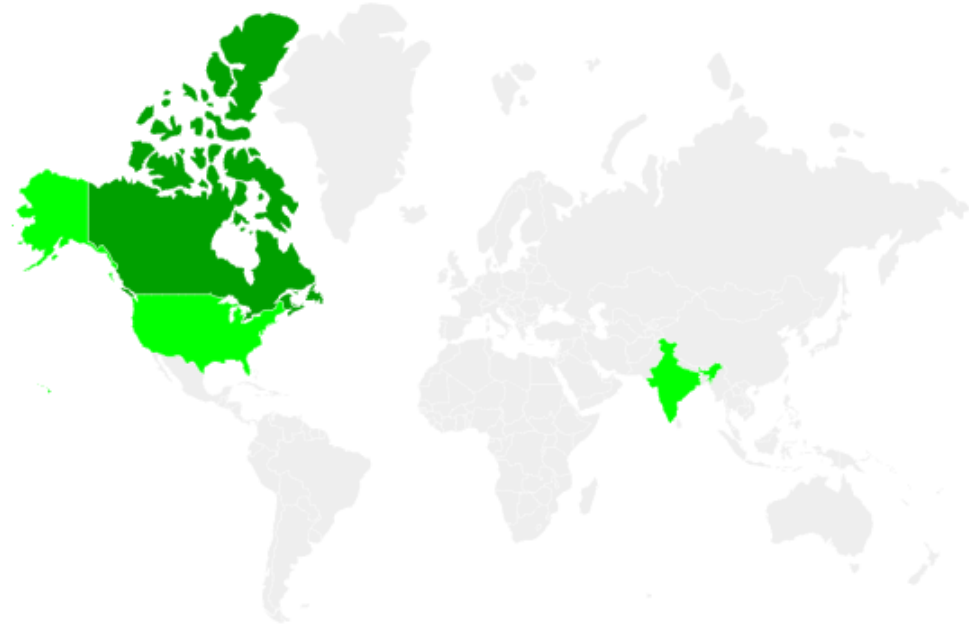
Overall, the brand has a very good digital presence but its website has some flaws that can directly affect the final conversions. Their ads have a medium-low performance and this makes that they can lose money and not have a correct ROI.

COMPETITOR 2 - COURSEERA

Audience Geography

All visitors to this site in the past 30 days

Estimate ?



Visitors by Country

 India	21.4%
 United States	19.1%
 Canada	4.2%

Geographic location of the traffic received by the website on a monthly basis.


India 21.4%
United States 19.1%
Canada 4.2%

Site Metrics

All visitors to this site

Estimate ?

Engagement

8.17  **6.95%**
Daily Pageviews per Visitor

10:52  **8%**
Daily Time on Site ?

29.9%  **7%**
Bounce rate ?

Past 90 Days

Web metrics data. Includes: engagement, retention rate and bounce rate.

COMPETITOR 2 - COURSEERA

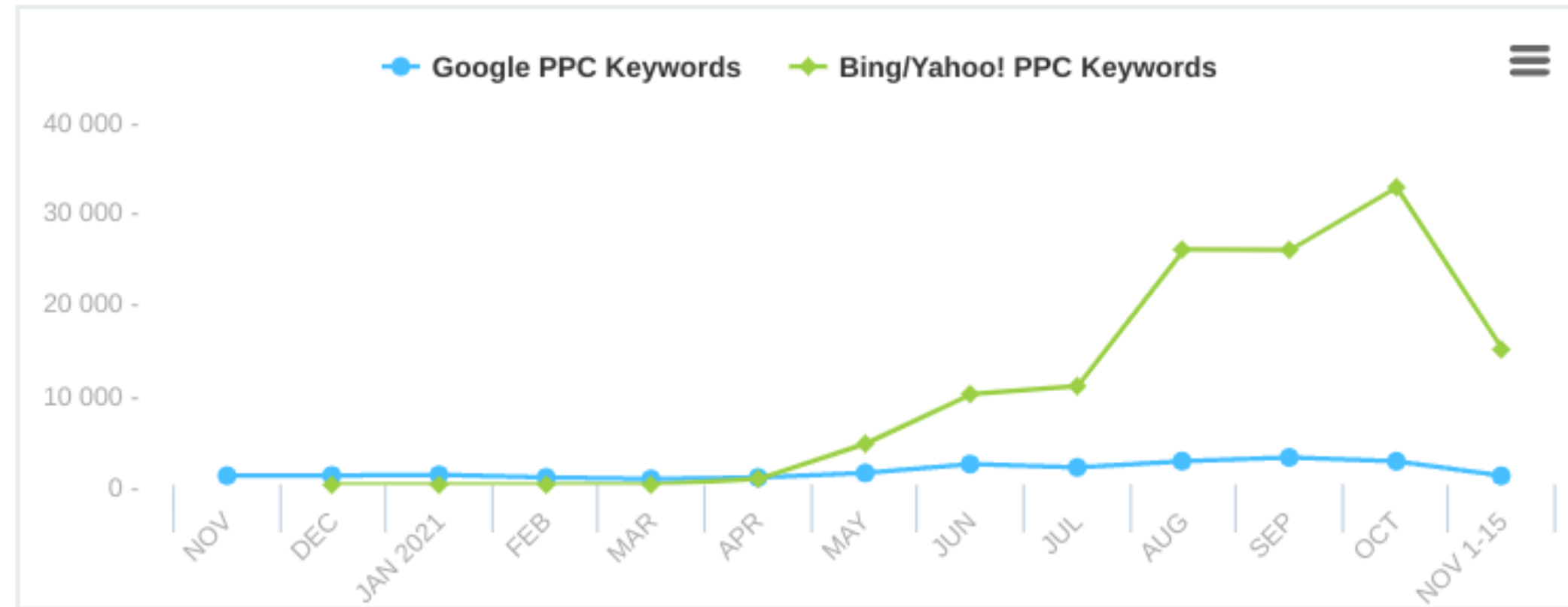


Chart with available ads in Google and Bing-Yahoo from November 2020 to November 2021

Blue line: Google
Green line: Bing-Yahoo

The highest peak occurs between September and October 2021, at Bing-Yahoo.
The investment was maintained throughout the year for Google Ad

COMPETITOR 2 - COURSERA

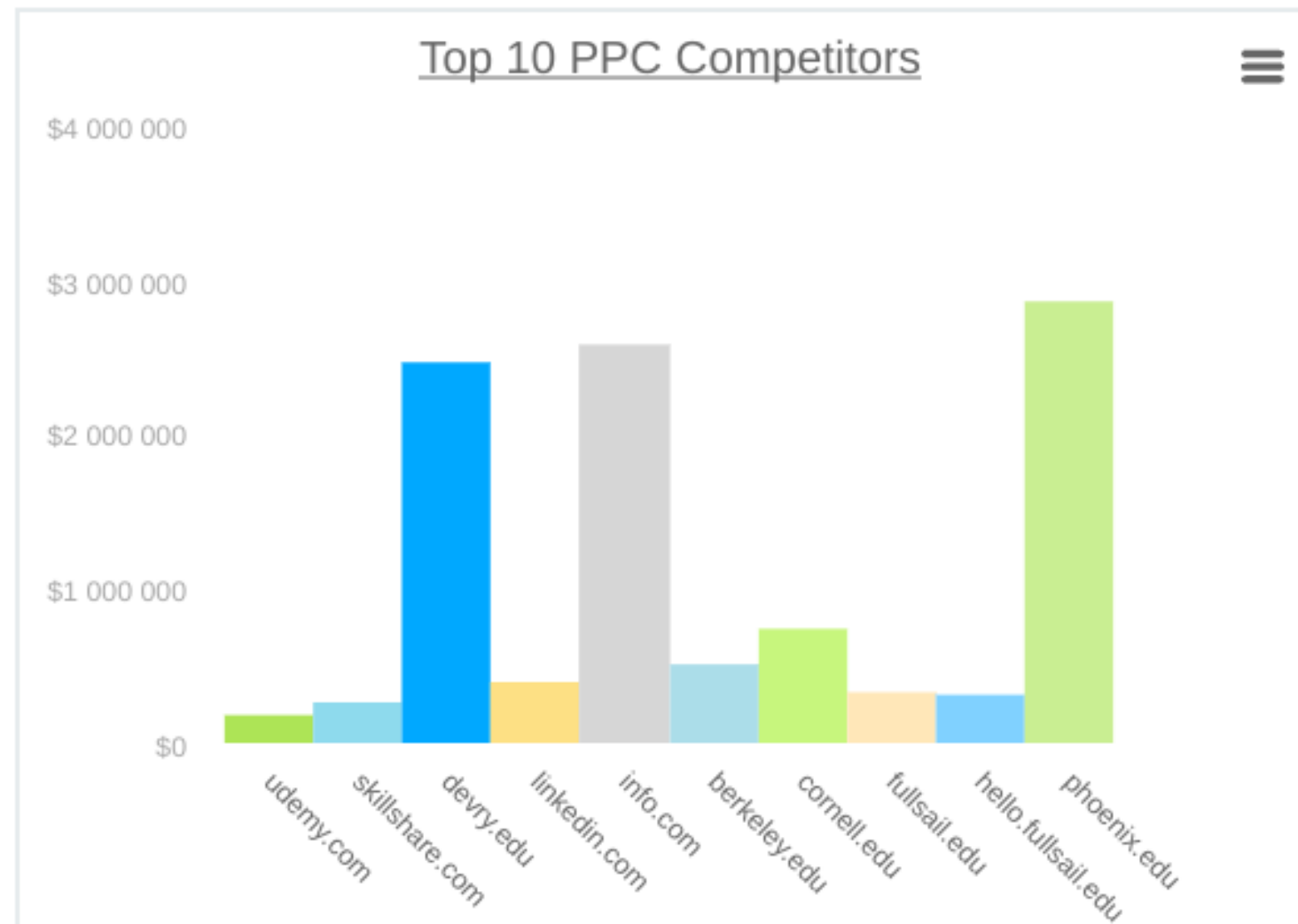
TOP ADS IN GOOGLE

Ad Copy	AEI ⓘ	Destination Url	Group That Triggers The Ad ⓘ	Monthly Traffic To This Ad	Avg Rank	Days Seen ⓘ	First Seen ⓘ	Last Seen ⓘ
Master Data Analysis in Excel - Earn a Certificate from Duke https://www.coursera.org/ Flexible Monthly Subscription, Self-paced, Online Course. Sign Up for a 7-day Free Trial. Enhance Your Excel Skills With Expert-Led Online Video Courses - Learn Anywhere, Anytime.	93.75 	https://www.coursera.org/specifications/excel-mysql	+ 45	1230 	3.2	279	2/10/2021	11/15/2021
Google IT Support Professional Certificate Coursera https://www.coursera.org/ Flexible Monthly Subscription - Learn Online in 8-10 Hours Per Week. Start Today! Learn About Hardware, Software, Internet, Infrastructure, IT Security and Networking. Free 7-Day Trial. Flexible Learn	92.47 	https://www.coursera.org/professional-certificates/google-it-support	+ 2	50 	1.5	254	2/27/2021	11/7/2021
Earn a Certificate from Duke - Master Excel and Data Analysis https://www.coursera.org/ Formulate Data Questions and Explore Large Datasets. Prepare for Excel Certification Now. Analyze Data, Create Forecasts and Models, Design Visualizations, Communicate Insights.	91.6 	https://www.coursera.org/specifications/excel-mysql	+ 16	130 	3	210	4/18/2021	11/13/2021

The top of your ads that are fed into Google. The ads have a low performance

COMPETITOR 2 - COURSEERA

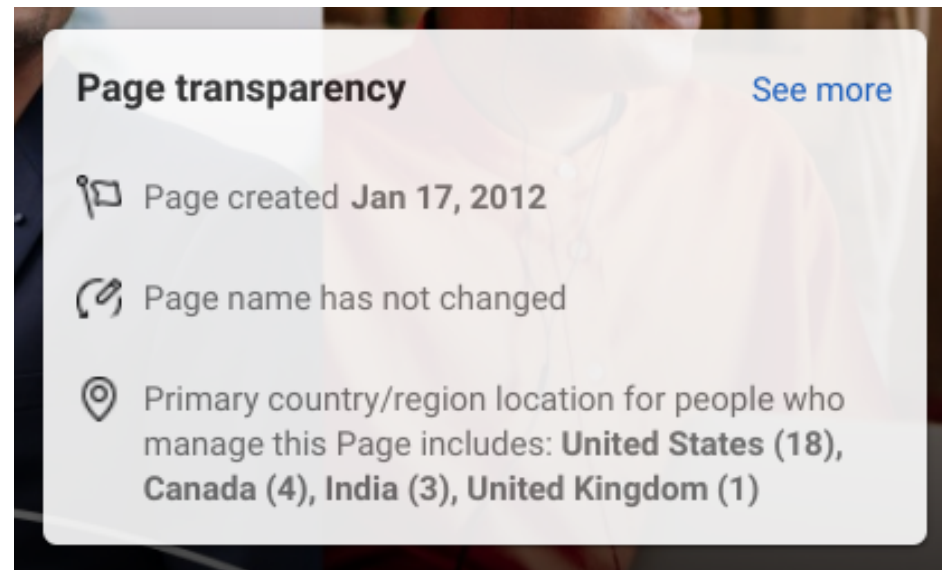
TOP COMPETITORS IN GOOGLE



Top competitors that Google identifies for this brand

COMPETITOR 2 - COURSEERA

Set of ads and campaigns that the brand has been working on.



In the "Page Transparency" section, the main country of all persons with existing page roles is displayed, regardless of the role or activity level of each of them. However, the main country of any disabled account or system users will not be displayed.

Launched December 2021

Active
Started running on Dec 3, 2021
Platforms f @
ID: 402173321595153
11 ads use this creative and text

See ad details

Coursera
Sponsored

"I was new to the IT world. In this certificate program, I learned how to think like an IT professional." - Jesse P.

Google
Prepare for a career in IT Support
Google IT Support Professional Certificate
4.8 (179 reviews)

Explore a career in IT... Learn More

Start learning today!

Active
Started running on Dec 3, 2021
Platforms f @
This ad has multiple versions i
ID: 1977799779092193
10 ads use this creative and text

See ad details

Coursera
Sponsored

"I was new to the IT world. In this certificate program, I learned how to think like an IT professional." - Jesse P.

Google

Google IT Support
Become job-ready in under 6 months

Learn More

COURSEERA.ORG
Start learning today!
7-day, full-access free trial

Active
Started running on Dec 3, 2021
Platforms f @
This ad has multiple versions i
ID: 1234549973622301
6 ads use this creative and text

See ad details

Coursera
Sponsored

Learn Figma and Adobe XD in 7 courses, along with other in-demand UX design tools skills such as presentation tools, research, and collaboration. Earn your Google UX Design Professional Certificate today.

Google

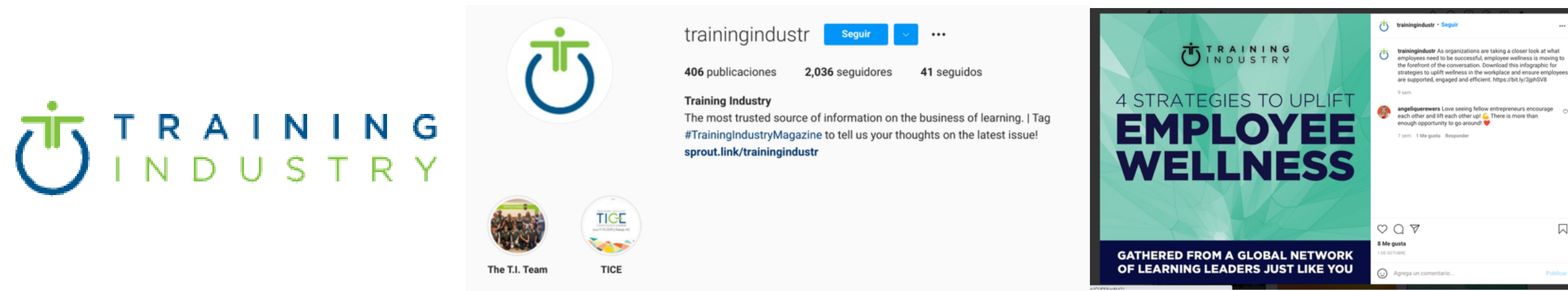
Google UX Design Professional Certificate
4.8 | 2,570 Ratings

Learn More

COURSEERA.ORG
Start learning today!
7-day, full-access free trial

Active ads in December

COMPETITOR 3 - TRAINING INDUSTRY



After analyzing its website, social networks, communication channels and content, we have the following conclusion:

- 1- The brand currently invests in ADS on Google, this according to the data obtained from Google Ads. The ads have an automatic segmentation which translates into a low reach for the ads.
- 2- The brand has a very low positioning.
- 3- The brand has a poorly laid out website and they have problems with the loading of some essential content. This could affect the user experience and conversions of the brand. The website is not optimized for mobile use.
- 4- The brand has low engagement compared to the number of followers it has on social networks.
- 5- They do not work personalized content for social networks.
- 6- They have a branding with an average reading and do not have a corporate tone of voice. All social channels have different tones and this can make the customer not understand what the brand is doing.
- 7- They do not use SEO strategies, nor lead generation strategies on the web and they do not use sales funnels.
- 8- According to Alexa Ranking, their web traffic comes from United States 26.1%, India 22.2% and Nigeria 5.1%.
- 9- According to data obtained from Facebook Ad Library the brand runs paid ads on Instagram and Facebook, the ads have a medium reach and do not have good segmentation.

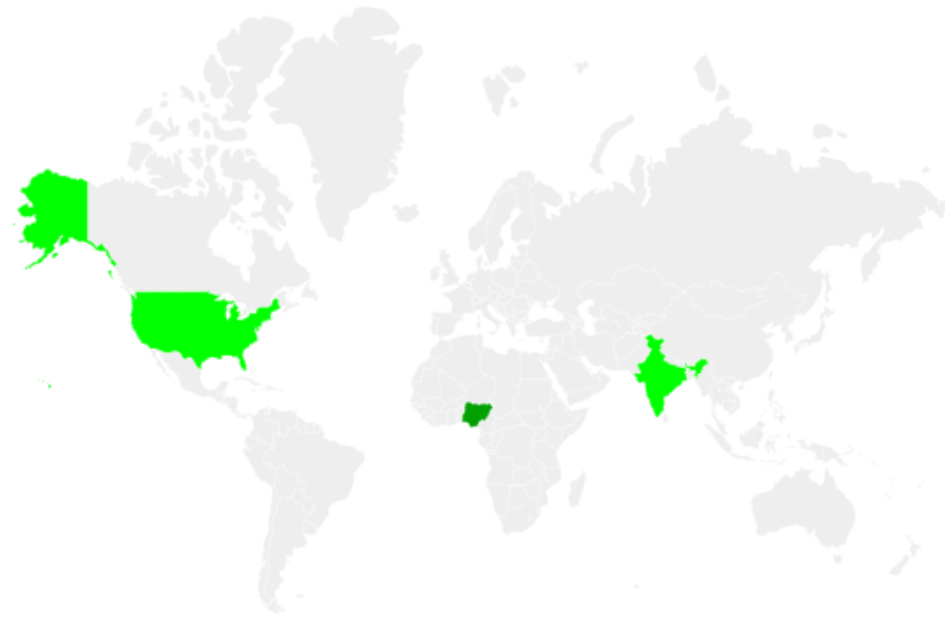
In general, this brand has a good concept but they have a low reach and are not positioned. They make random ads and this generates losses, their networks do not have active communities and the web has errors and broken links.

COMPETITOR 3 - TRAINING INDUSTRY

Audience Geography

All visitors to this site in the past 30 days

Estimate ?



Visitors by Country

 United States	26.1%
 India	22.2%
 Nigeria	5.1%

Geographic location of the traffic received by the website on a monthly basis.


United States 26.1%
India 22.2%
Nigeria 5.1%


Site Metrics

All visitors to this site

Engagement

1.5  11%
Daily Pageviews per Visitor

1:52  10%
Daily Time on Site ?

75.3%  4%
Bounce rate ?

Estimate ?

Past 90 Days

Web metrics data. Includes: engagement, retention rate and bounce rate.

COMPETITOR 3 - TRAINING INDUSTRY

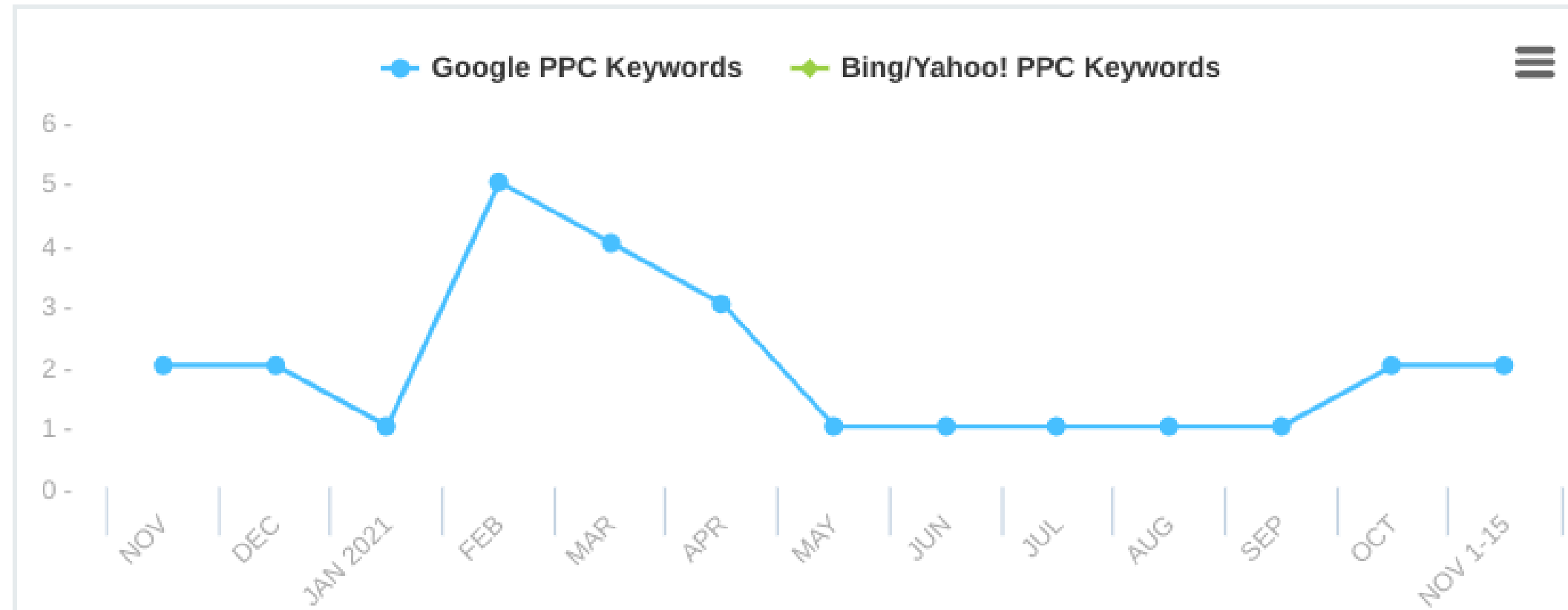
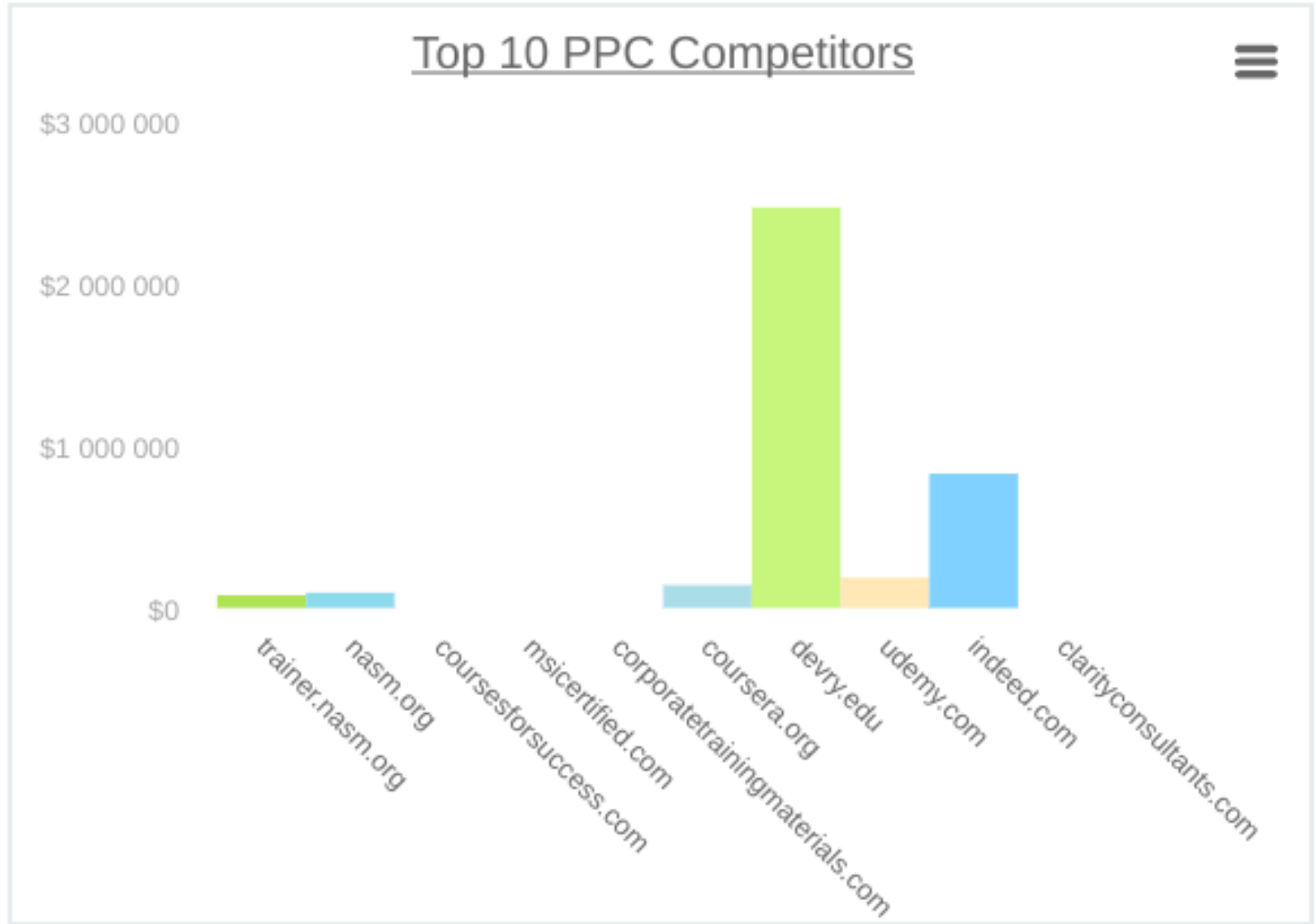


Chart showing available ads on Google and Bing-Yahoo from December 2020 to November 2021

Blue line: Google: invested throughout the year
Green line: Bing-Yahoo: no investment

COMPETITOR 3 - TRAINING INDUSTRY

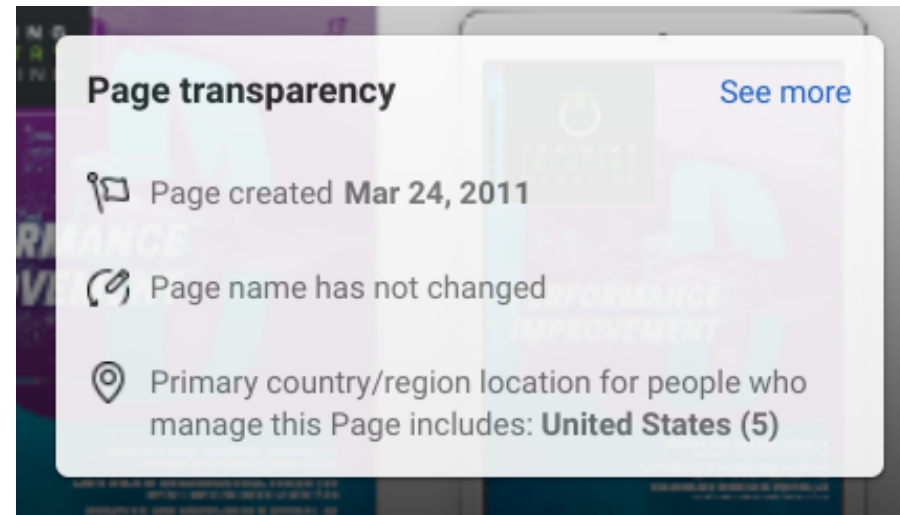
TOP COMPETITORS IN GOOGLE



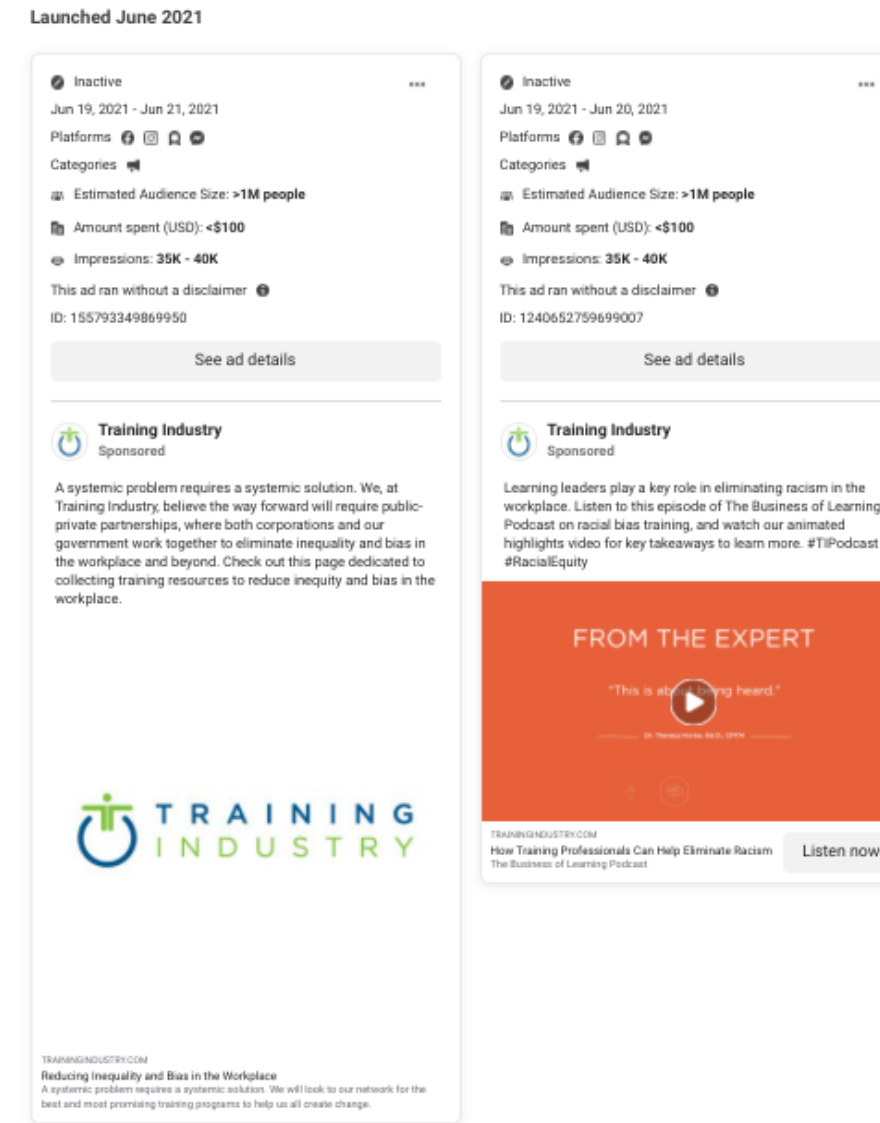
Top competitors that Google identifies for this brand

COMPETITOR 3 - TRAINING INDUSTRY

Set of ads and campaigns that the brand has been working on.



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Launched June 2021

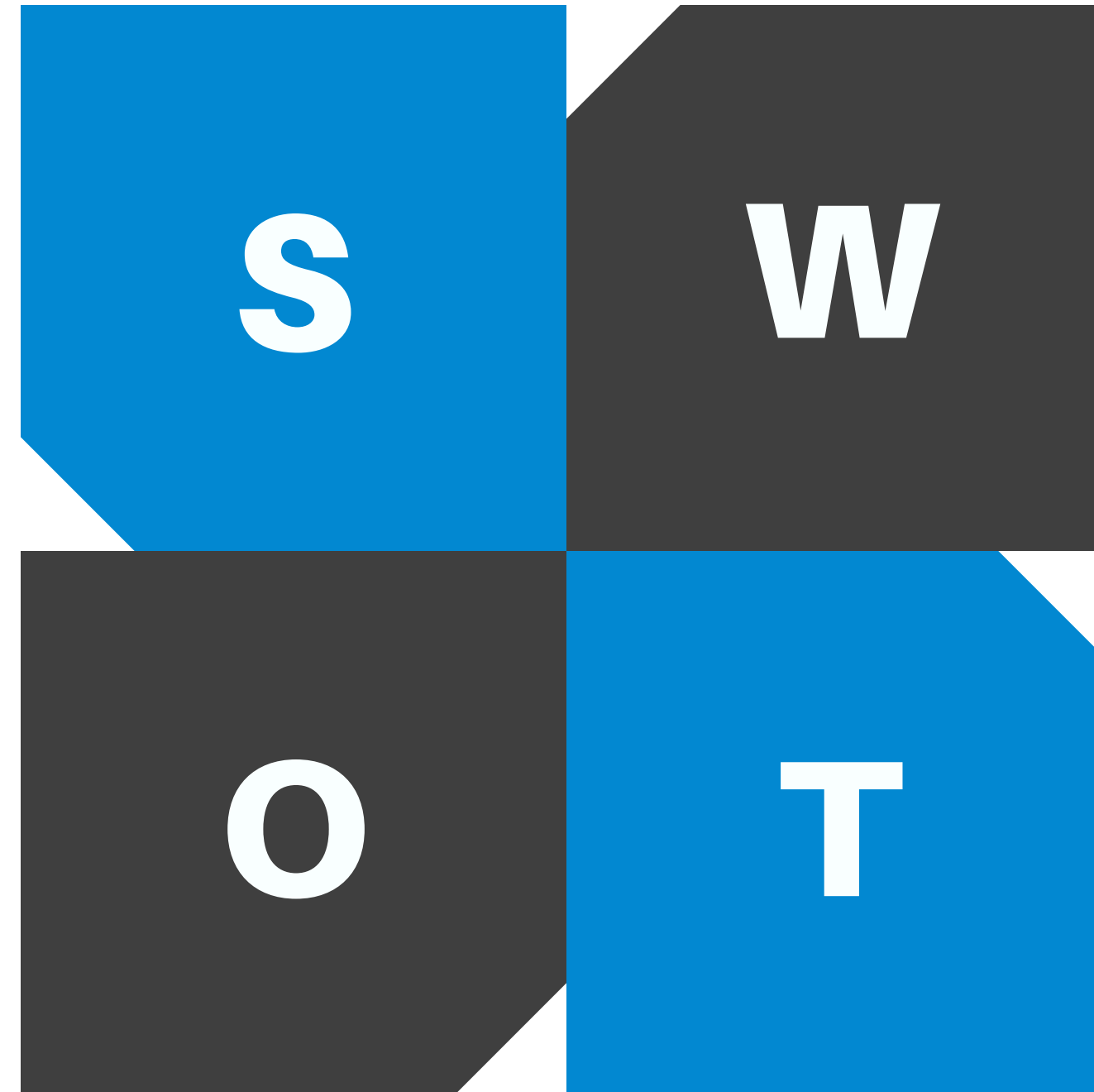
SWOT ANALYSIS

It is a type of diagram commonly used in business and education to study the strengths, weaknesses, opportunities and threats in a given situation.



STRENGTH

You have a business that offers good options for leadership, specialized and quality services. Best of all, they can be customized.



WEAKNESSES

Your weakness is that you are in a highly competitive market where there are many better positioned brands with which you must compete.

OPPORTUNITIES

You can use strategies of positioning through ads and content that can grow your target audience.

You have the ability to create business partnerships.

THREATS

More brands enter this market in the same way as you do but with more budget and commercial partners.

tone of voice and contents

The tone of communication goes beyond choosing how to speak, it's about how we reflect our personality and make a connection with our audience. And social media content offers an excellent opportunity to get to know your audience.



tone of voice and characteristics



PROFESSIONAL

You should always speak with the expertise and authority of a professional in the field who knows your niche market well and at the same time maintains a profile that can build trust with your followers so that they feel comfortable making purchases.



FRIENDLY

It should focus on kindness and courtesy. Use common words used among friends. Always write with enthusiasm. Maintain a profile that builds trust with your followers so they feel comfortable making purchases.



EDUCATIONAL

Education is the basis of any business, you must explain your processes in detail so that users clearly understand what the brand does and why. You must create valuable content that gives the ideal customer the tools to understand your product and service.

CONTENT CALENDAR

A content calendar is a way to plan and organize the calendar of publications on social networks. It is important to establish a recurring content calendar within the brand.



WEEKLY CONTENTS

MONDAY

Video Marketing

Recently the CEO of Instagram said that Reels position many people every day, he confirmed that he is giving higher priority to content made with this tool.

It's time to use it!

In the Creators account you can search the trending audios of the week for Reels and make valuable content with those audios.

Instagram has opened the door to one of the formats that is causing the most furor in the online business world: video marketing.

TUESDAY

Brand values

Brand values are the foundation on which a company can be built and what can guide further growth and transformation. Established brand values communicate what a company believes in.

If you have a brand you have to develop its values. Defining them is important, because they will be part of your brand identity.

You must write valuable content based on the needs and pain points of your ideal customer.

They must be relevant and shareable posts

WEDNESDAY

Resources for the ideal customer

Using strategic resources to capture customer emails is always a good plan.

With free resources we can say that a win-win situation is created, on the one hand the users and on the other hand the creators. Your ideal customer will get valuable stuff and in return will give you their email or data so you can add them to a database and later include them in digital strategies.

You can make recommendations, guides about their services, discounts, offers, gifts for special dates (for example, Christmas or Black Friday) and much more. You must be creative and think about the needs of your ideal customer when making free resources.

THURSDAY

Social proof

Social proof is one of the most widely used persuasion techniques in digital marketing.

It is a mental trigger that leverages the positive experiences consumers have had with your brand to encourage new customers to buy.

Testimonials. Positive feedback about your team, your company or your product is social proof.

There should be consistent social proof content in video, post and blog post format.

More extensive content can be done based on interviews with customers the brand has helped. It can be treated as in-depth interviews.

FRIDAY

Behind the scenes

This is the most important type of content for your niche. You should show your creation processes, your tips and recommendations to keep your art in a good state.

It can be in video format, in fast motion and with a little editing and music that fits your brand values.

The idea is to make content that is easy to consume, entertaining and connects with the audience. Showing behind-the-scenes images will bring closeness to your social networks.

KPI's

A KPI, also known as a key performance indicator or key performance indicator, is a measure of the level of performance of a process.



KPI'S

AVERAGE TICKET

Calculate the gross turnover of the company in a period of time and divide it by the sales volume of that period. It can also be calculated from the total sum of sales, divided by the number of customers who made purchases in this period.

CAC CUSTOMER ACQUISITION COST:

It measures how much a business is investing to win each new customer.

CAC involves the team's work throughout the entire sales funnel, from attracting visitors, nurturing leads to closing the purchase.

CONVERSIONS

To measure a conversion rate, divide the number of goals achieved in a given period of time by the total number of users who have visited your website; and multiply the resulting figure by 100.

CONCLUSION

To conclude your buyer persona, we can say that according to market research your target audience is professionals between 30 and 45 years old.

Most of these people are in a serious relationship or married but very focused on their professional life. They feel they need to move to the next level somehow but don't know how or simply have been in the same job for many years, which makes them worry about not taking prompt action due to the high rate of layoffs left by the pandemic.

These people can be business owners, real estate agents with a small branch office, managers of small to medium sized companies, even large ones, restaurant managers, etc. The market for leadership in organizations is infinite and today more than ever good leadership is needed to lead a company to meet all of its objectives.

These people usually think that their job is just one more step towards greatness, entrepreneurship or another higher position, the problem is that they don't know how to get there.

Your services are very interesting and useful. Some basic observations so that you could improve your performance are:

Better information management. Sometimes less is more. You have a lot of information that customers get lost in. Most people don't read even half of a paragraph, they just look for the main ideal.

Try to highlight the main ideas and benefits of your services in short easy to understand sentences. I understand that you also offer marketing services but it is important that you divide these two services so that there is no doubt in the mind of the ideal buyer.

Make the most of your social networks with videos. This will help you provide transparency, credibility and demonstrate how your coaching method works for your clients.

ACTION PLAN

1- SEO and SEM to optimize the keywords of your website. There are several sites where you can do a SEO audit for free or for a low cost. From here you have to focus on being able to position your website among the top 2 of the google search when entering keywords of your market.

2. Optimize your biography in the same way in all your social media platforms. What you want to do is to be very easy to understand at all times for any type of person. Remember that you want to create awareness in your audience so that you can reach your ideal customer.

3. Keep your social media consistent with your branding. This will help you not only to be recognized but to differentiate yourself from your competition.

4. Social networks: You must create video content. Recently Instagram executives shared some statements that the platform is no longer what it used to be, now it is becoming a video platform. It makes sense since it is the content that most entertains the audience. You should take advantage of all the tools, from reels, igtv, live streaming, everything you can to make your brand come alive. Thanks to using video you will be able to improve your reach to your audience, because if it is of good quality what you do instagram will prioritize it and show it to more users.

Make a content plan for the month where you can schedule the 30 respective posts and thus always be present on the platform. You can schedule the content easily and quickly using Facebook's Creator Studio.

ACTION PLAN

What kind of content should you upload to your networks? It should be relevant content that can empathize with your followers. It should deliver value and show the benefits of your product and services at all times.

A good way to deliver value is to show your audience how your system works, showing testimonials of people who have used it, short videos where you and your customers talk about how the idea was born and what differentiates you from your competitors.

Show your work processes, this will give confidence to your followers, how they are satisfied with your services, make content where you show content that gives value to your audience. This is the best method to sell without selling. People like to see the faces of the people behind the company. Show them the behind-the-scenes process.

ACTION PLAN

And for image content? Not everything can be video. Focus on making a design that is consistent over time, easy to identify with that can share news about your niche. Try to have it displayed in carousels of 10 posts each. The longer the user sees the post, the better the algorithm will share your content with similar users.

As for the ads, remember to hire a professional to advise you at all times on the best way to use them.

Remember that to be successful you must go through several stages of campaigns that are recognition campaigns, consideration campaigns, conversion campaigns and loyalty campaigns.

Each campaign has different objectives, so the contents must be different.

Using social media channels ensures that you can segment your efforts to the right audience so you can have the best return on investment.

5. Email. It is a good idea to try to attract as many people as possible through a strategy in which you exchange value for information. You can provide your customer with a free percentage discount for their first purchase in exchange for their email address to provide information and personalized offers. You can also exchange an Ebook of basic leadership ideas. You can exchange for the person's email. In this way you can deliver value and at the same time capture important data that will allow you to send information on limited offers, discounts, gift cards, everything that comes to mind at the emailship level.

THANK YOU