
LOSING
TRAFFIC?
START


NOW WHAT?
What Will You Do?
GIVE UP AND DIE
PIVOT YOUR BUSINESS
FIND NEW AUDIENCES


ARE YOU READY?
YES
NO


IDENTIFY OPPORTUNITY
WHERE IS THE
AUDIENCE YOU WANT?

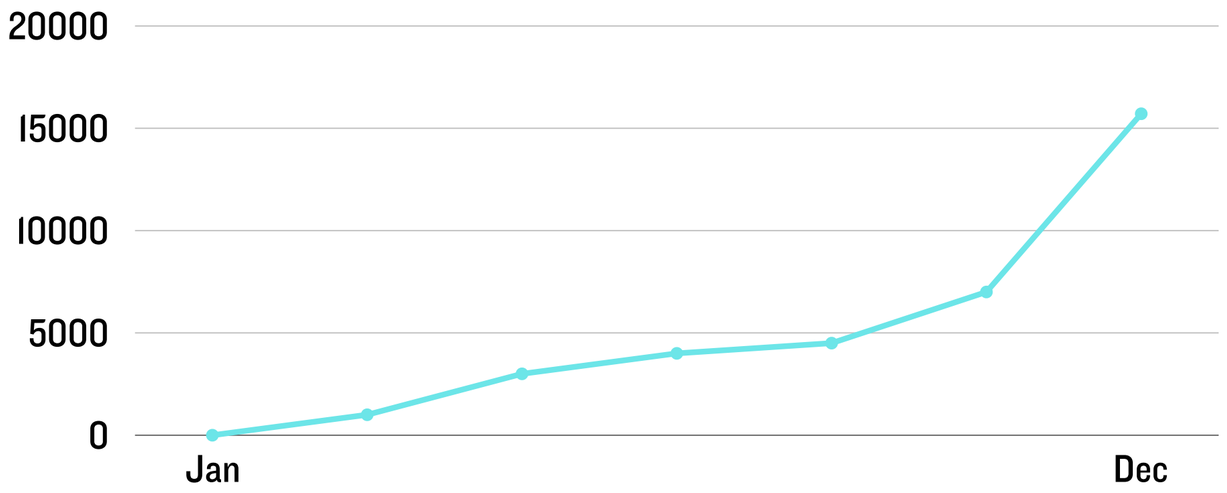
IDENTIFY OPPORTUNITY

WHATSAPP
TIKTOK
YOUTUBE


DEVELOP STRATEGY
Not all platforms are created equal
A. GATHER DATA
B. TEST
C. PERFECT
D. ITERATE

GROWTH

WhatsApp

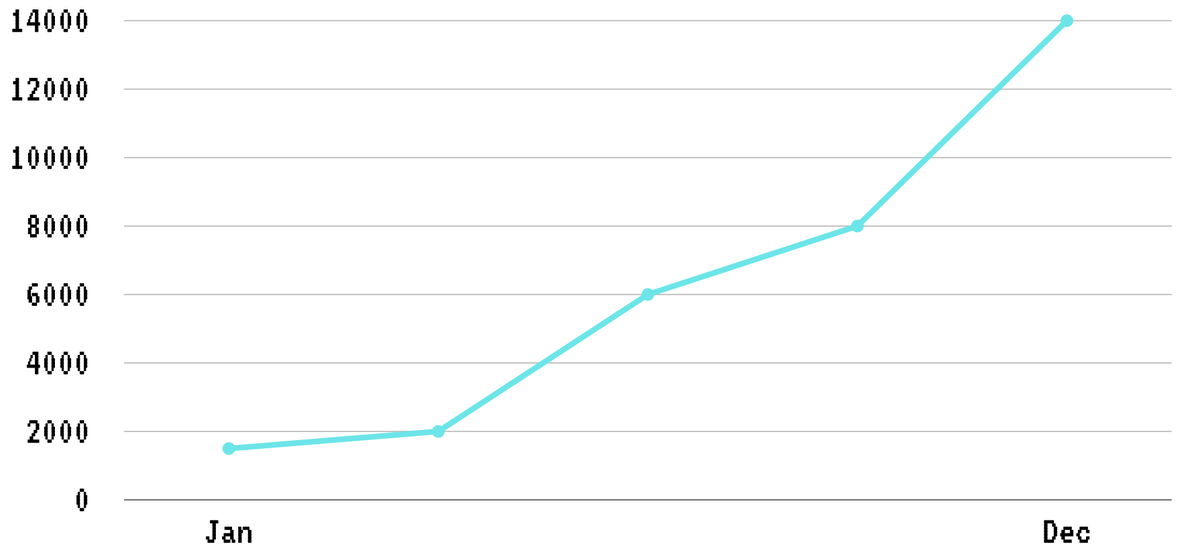


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GROWTH

YouTube

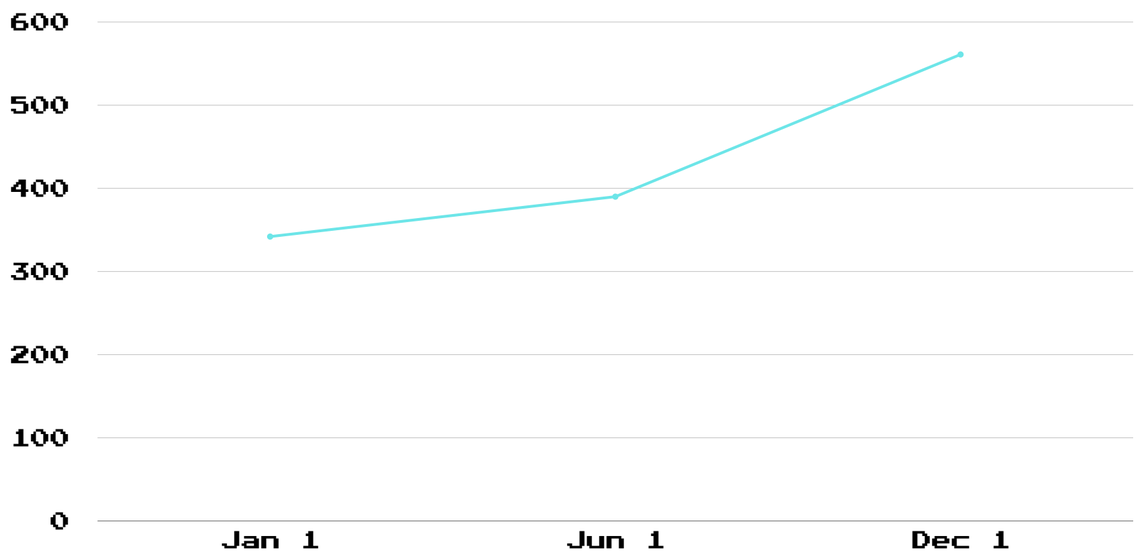


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TikTok



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Followers


THANK YOU
FOR PLAYING
(don't)
QUIT