

Dilan's Travel Guide

Disclaimer: this is not a real business. Any similarity to reality is purely coincidental.



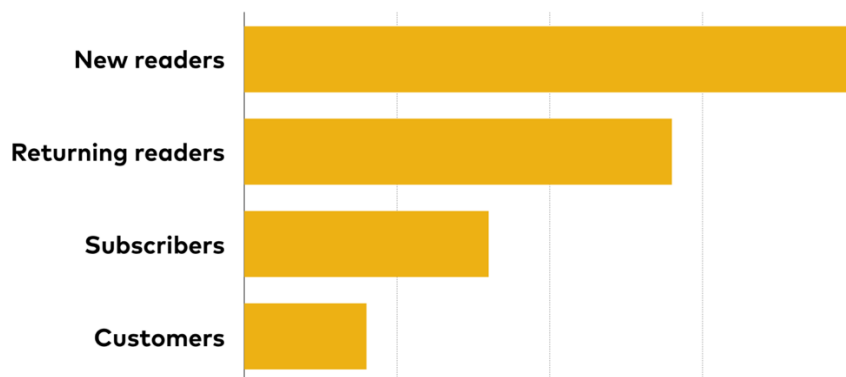
Dilan is a world traveler and a solo entrepreneur. He writes a travel blog where he sells info products: a \$8 e-book (World Travelers' Best Practices) and a \$80 video course (How to Travel the World).

Dilan's blog has thousands of readers every day, from three marketing source: Reddit, SEO and AdWords.

Dilan writes about his travel experiences covering the 6 main continents of the planet - these are the main categories on the blog. Dilan's travel blog is available in 8 (and only 8) different countries.

The business strategy is simple: new readers visit the blog; they read articles; they subscribe to the newsletter and; purchase the info products.

Dilan's Funnel



The marketing budget ~\$1000 a month:

- Adwords advertisement (~\$500 for paid ads)
- SEO (~\$250 for editing)
- Reddit (~\$250 for content creation)

Business Challenge:

Dilan wants to spend more time and more money on his business. He wants to focus on one country first.

1. In which country should he prioritize his effort and why?
2. Any other advice to Dilan on how to be smart with his investments based on the data from the last 3 months?
3. Identify any other interesting information from which Dilan could profit?