Business State & Future Outlook

Dilan's Travel Guide

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Dilan's Travel Guide

Articles on the website are about Africa, Asia, Australia, Europe, North America, South America.

Products:

- E-book: World Travelers' Best Practices - $8
- Video Course: How To Travel The World - $80

Services are provided in 8 countries.

Monthly Marketing Budget:

$1000 / month

- Adwords: $500
- SEO: $250
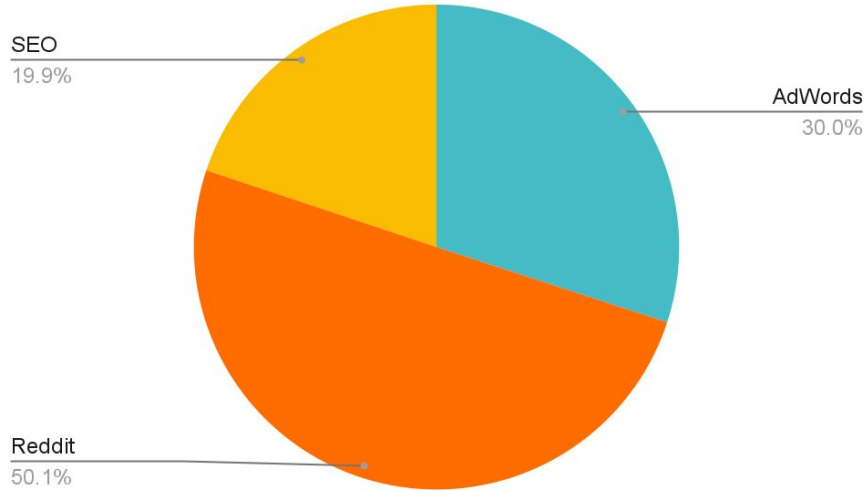- Reddit: $250

Customer Acquisition

Dilan's travel blog gained **210,023** readers in the first three months and continued to grow steadily at an average rate of 2,300 new readers per day.

Covered period: 2018 January - 2018 March

First Time Readers vs Date

New Readers by Source
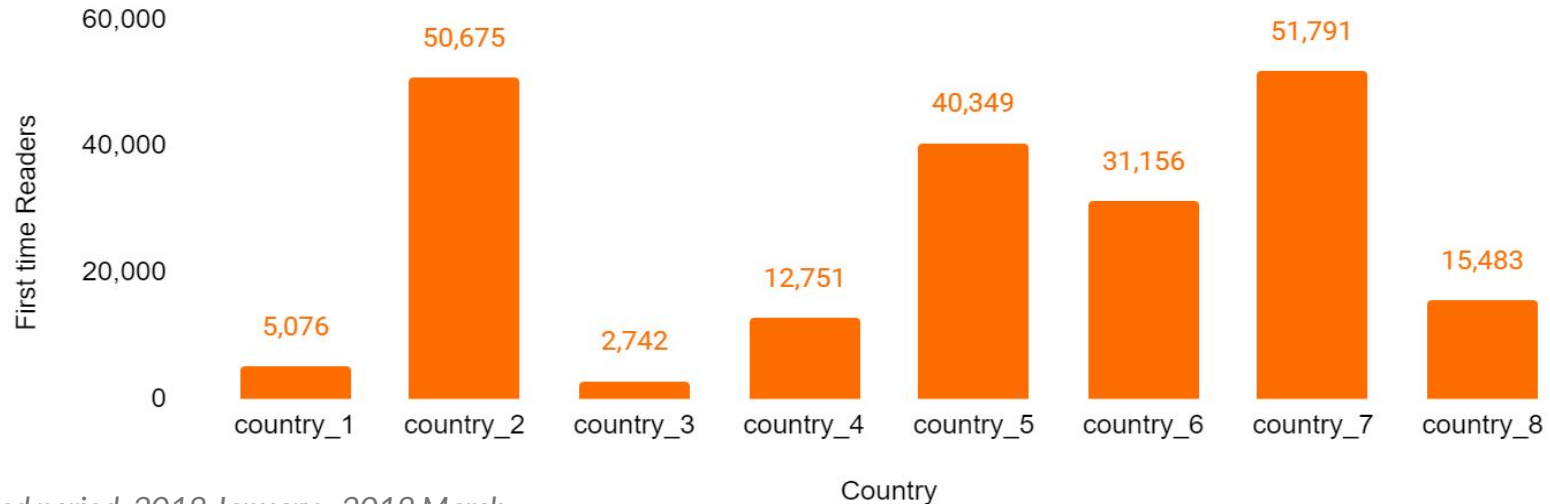
SEO
19.9%
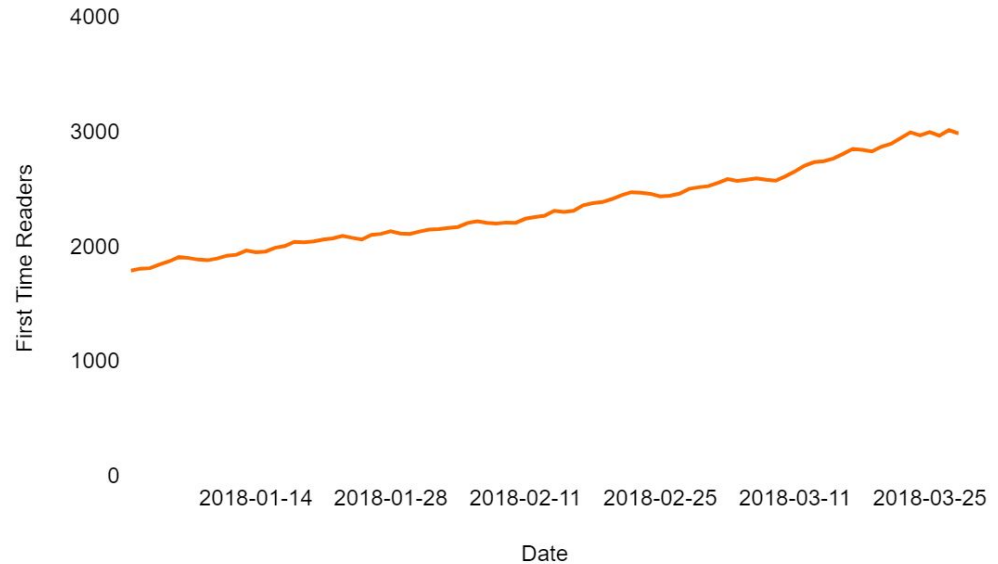
AdWords
30.0%

Reddit
50.1%

Reddit was responsible for the majority of new readers (50%), followed by AdWords and SEO.

Covered period: 2018 January - 2018 March

The acquisition of new customers was most successful in countries 2 and 7, but countries 5 and 6 also generated a significant number of readers.
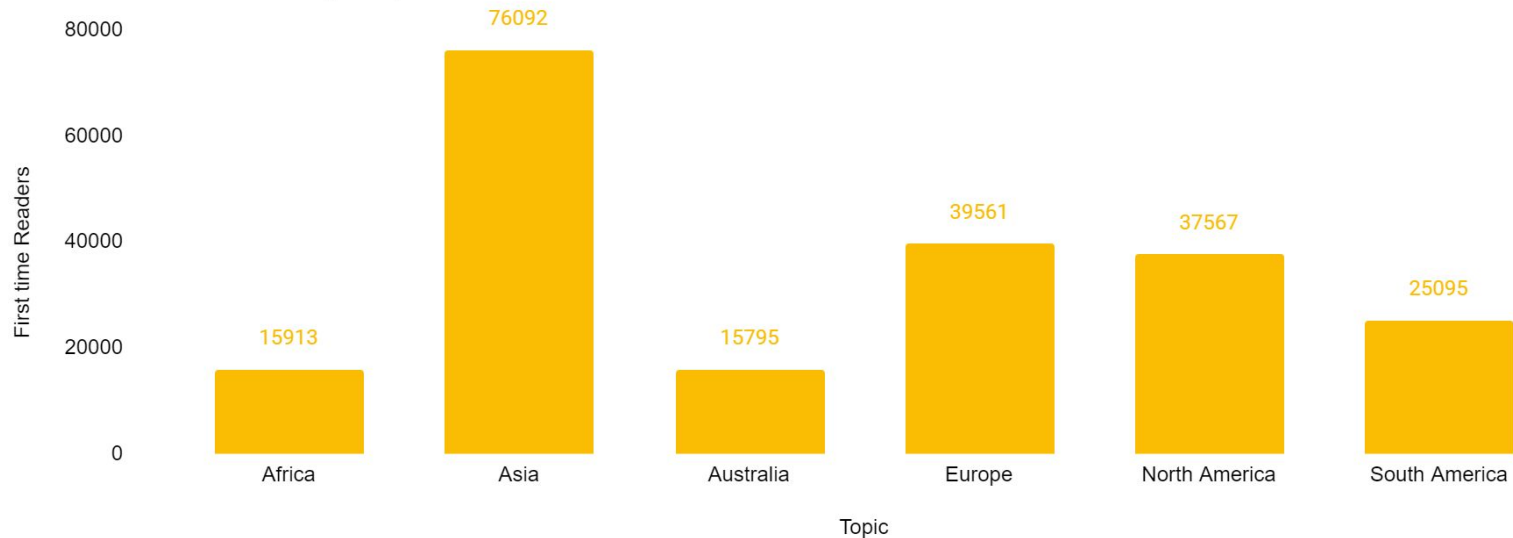
First Time Readers by Country

Covered period: 2018 January - 2018 March

Asia was the most popular topic among new readers (over 35%), followed by Europe, North America, and South America. Africa and Australia were among the least popular topics.
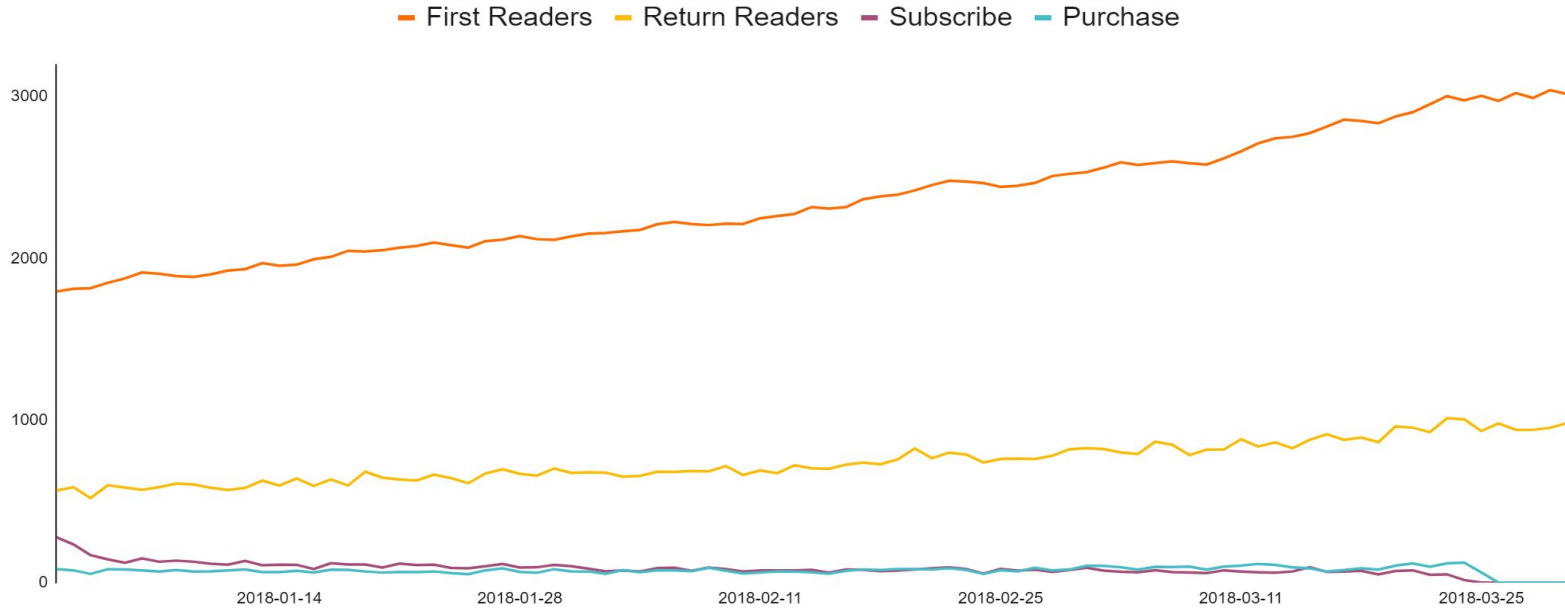
First time Readers by Topic

Topic	First time Readers
Africa	15913
Asia	76092
Australia	15795
Europe	39561
North America	37567
South America	25095

Covered period: 2018 January - 2018 March

Sales Funnel

Number of Customers by Each Activity

— First Readers — Return Readers — Subscribe — Purchase

While the number of first-time readers is growing exponentially, the number of return readers is growing at a slower pace. Subscribing and purchasing customers are strongly correlated.

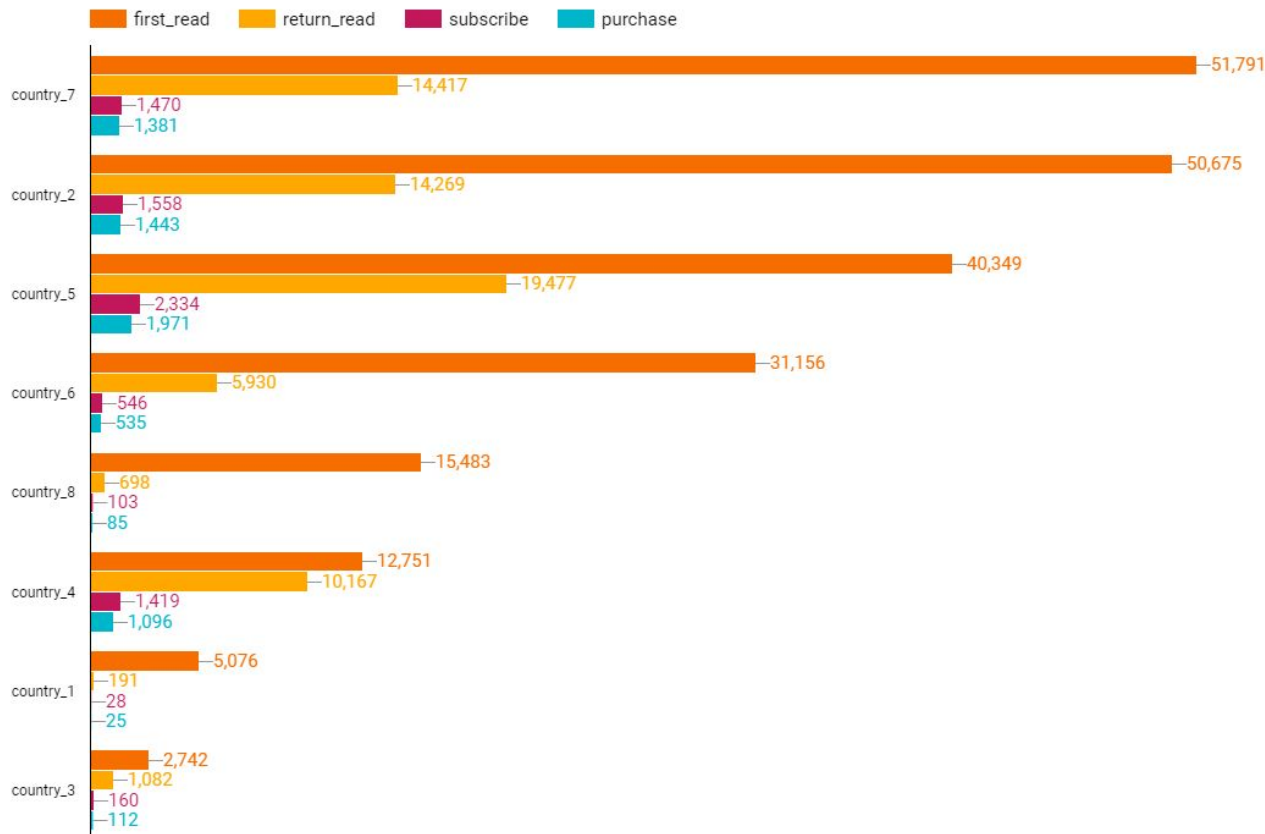*Covered period: 2018 January - 2018 March*

Sales Funnel

■ First readers ■ Return Readers ■ Subscribe ■ Purchase

210023

31,5%

66231

11,5%

7618

87,3%

6648

Covered period: 2018 January - 2018 March
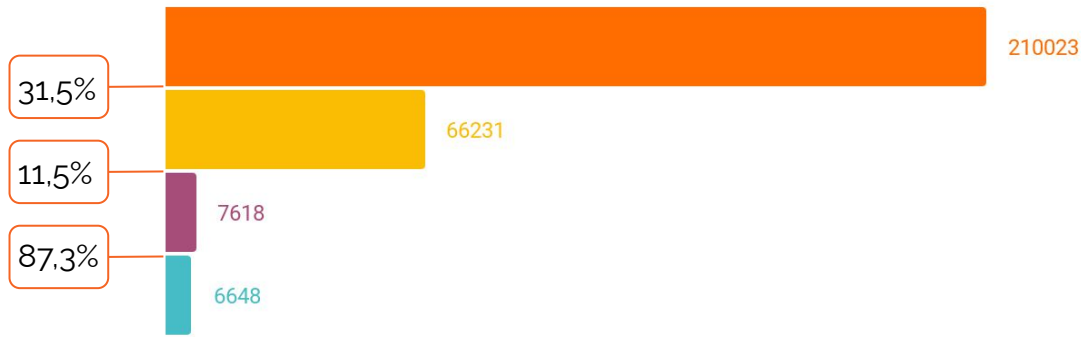
After arriving on the site, the majority of customers drop out and only 31.5% return. This gap is even bigger for newsletter subscribers (approximately 12%). However, the majority of subscribers (87%) actually make a purchase.
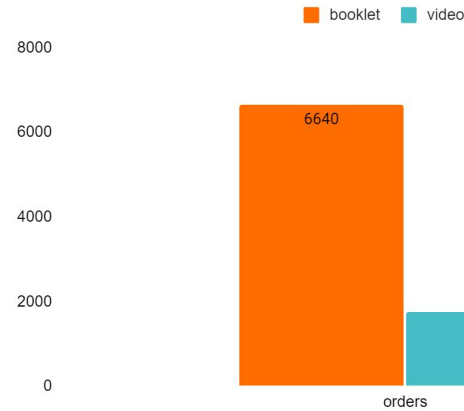
Covered period: 2018 January - 2018 March

Among the countries, countries 2 and 5 seem to have healthier funnel metrics overall. Country 4 had fewer new customers, but it had over 1,000 paying customers during the examined period.
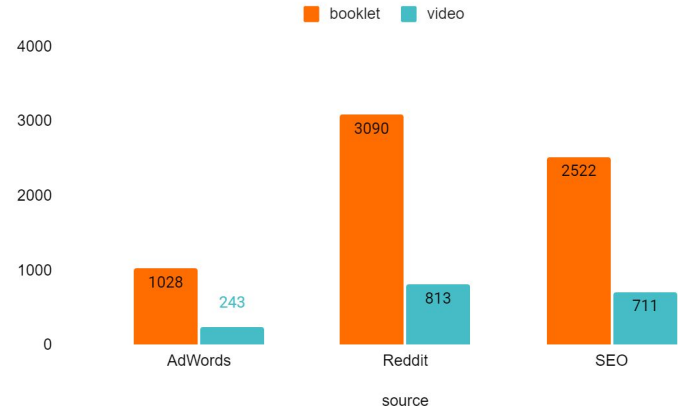
Revenue Analysis

In the last three months, 8,407 products were sold, and the majority (79%) were e-books. This proportion remained the same across acquisition sources. Reddit was the lead source for generating the most sales, while AdWords did not perform as well.

Covered period: 2018 January - 2018 March

Number of orders by product type

booklet ■ video ■

8000	
6000	6640
4000	
2000	1767
0	

orders

Number of orders by customer source

booklet ■ video ■

	AdWords	Reddit	SEO
4000			
3000		3090	
2000			2522
1000	1028	813	711
0	243		

source

Revenue by Product Type

booklet
27.3%

video
72.7%

Revenue by Country

|							
920	39528	3616	33464	57920	16432	39760	2840
country_1	country_2	country_3	country_4	country_5	country_6	country_7	country_8
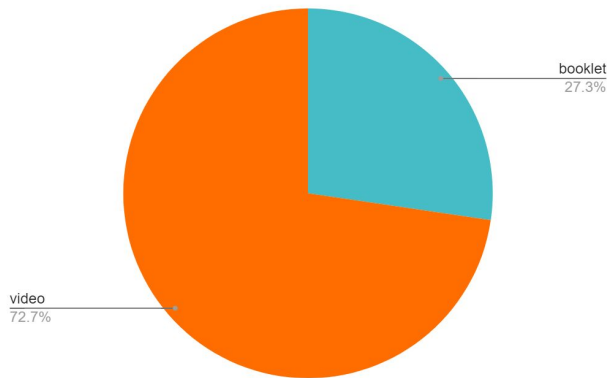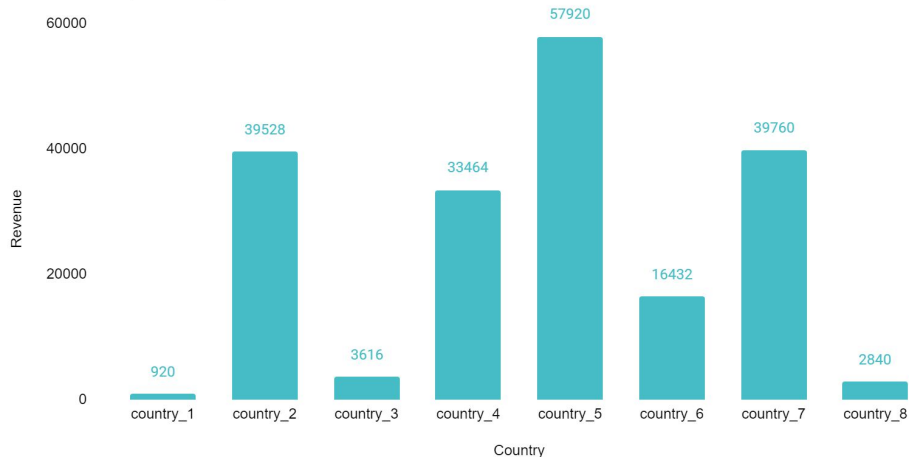
Revenue

Country

Covered period: 2018 January - 2018 March

The total revenue over the three months was

$194,480, and although fewer video courses were sold, they were responsible for the majority of the revenue.

Country 5 had the largest amount of sales, followed by countries 7, 2, and 4.

Revenue by Date
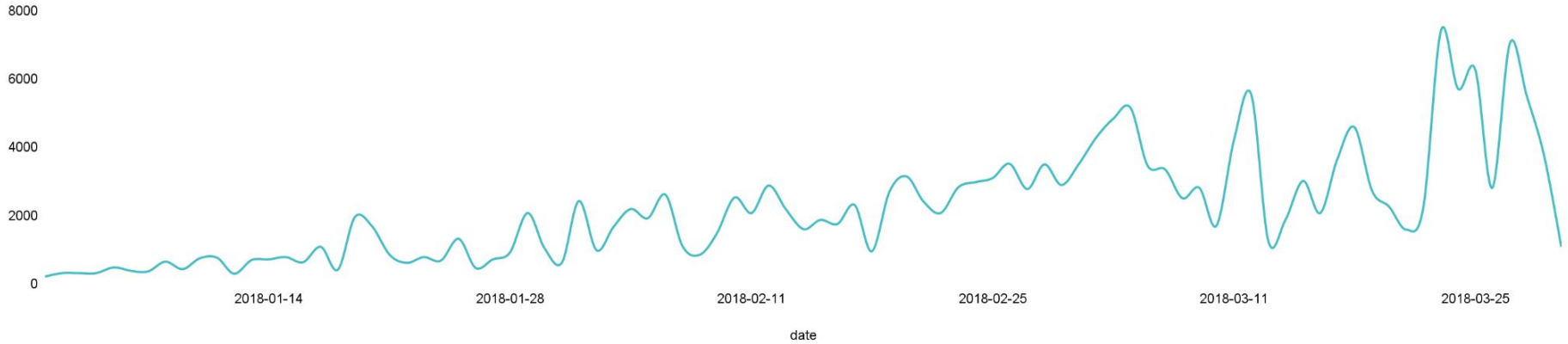
The daily revenue developed intensively over the months, with high sales peaks in March, but sales also fluctuated a lot. By the end of the period, daily revenue reached $3,500 - $4,000.
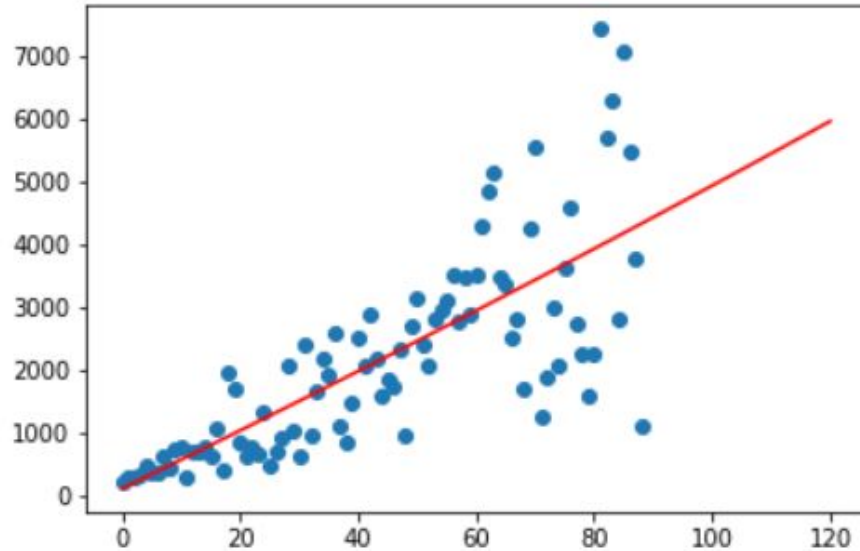
Covered period: 2018 January - 2018 March

Thanks to the growing revenue and the relatively low and fixed marketing costs, the profit was also able to grow each month, although the growth rate moderated in March.

Profit by Months
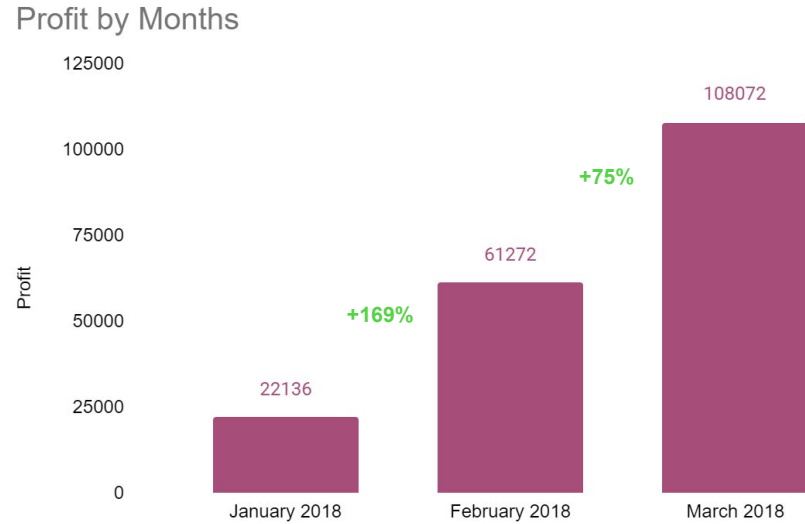
Covered period: 2018 January - 2018 March

Revenue prediction - following two months

Based on historical data, we can predict a further growing trend in revenue, which could potentially reach an average of ~$5,900 in April and ~$7,500 in May.

Conclusion & Recommendation

Conclusion

➔ Dilan's Travel Guide Blog gained over 210,000 readers in the first 3 months, with an average of ~2,300 new readers per day.

➔ Reddit is responsible for 50% of new readers, followed by AdWords and SEO.

➔ Asia is the most popular topic among readers, with Europe, North and South America following closely behind.

➔ The majority of customers drop out after arriving on the site, but 87% of subscribers end up making a purchase.

➔ The business is profitable with low and fixed marketing costs, and historical data suggests further revenue growth in the coming months.

Recommendations

Based on the analysis, it is recommended that Dilan prioritize his efforts in Country 5, as it has shown the largest amount of sales over the examined period. Additionally, Country 2, 4, and 7 also displayed healthy funnel metrics.

The marketing budget should be allocated based on the acquisition sources that have shown the best results. Specifically, Reddit has been responsible for 50% of new readers and generated the most sales, while AdWords did not perform as well. Therefore, it is recommended that Dilan consider allocating more of the budget towards Reddit and less towards AdWords.

To make the customer funnel more sustainable, Dilan should focus on improving the retention rate of his readers by engaging with his readers through email marketing and social media, providing valuable content and encouraging them to come back to the blog. Additionally, Dilan could consider offering incentives for newsletter subscriptions or repeat purchases, such as exclusive content or discounts.