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Internet Research and Competitor Analysis

By. **Prayogo Santoso**

# Portfolio.

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**2024**

# Hello.

Internet Research and Competitor Analysis

Prayogo Santoso



# Introduction.

Hi! I'm **Prayogo Santoso**

As a passionate Virtual Assistant, one of my areas of expertise is to do competitor and Internet research to assist client on their business strategies. **2023**

# Interest

In addition, I have expertise in email marketing, lead generation, social media management, data analysis, and software testing. I am also passionate about graphic design, video editing, copywriting, and web design.

# Education

|             |   |
|-------------|---|
| 2024 - 2025 | <b>Growia Education</b><br>Manual QA (Software Tester),<br>UI/UX Design                             |
| 2024        | <b>SGB Virtual Assistane Course</b><br>Lead Generation, Email Marketing,<br>SMM, Project Management |
| 2023        | <b>Hari Senin BootCamp</b><br>Full Stack Developer  |
| 1996 - 2002 | <b>ITS Surabaya</b><br>Mechanical Engineer  |

# Language

|             |                        |
|-------------|------------------------|
| English     | <div><div></div></div> |
| Bahasa Indo | <div><div></div></div> |





# Internet Research.

- Product Research: Identify the best products, services, or solutions by analyzing reviews, comparisons, and expert insights
- Market Research: I will collect essential market data to keep you updated on trends, competitors, and potential opportunities.
- Content Research: Conduct thorough research to assist with your content creation needs, including articles, blog posts, reports, and more.

# Internet Research.

- Travel Planning: I will create customized travel itineraries, manage all bookings, oversee your budget, and perform detailed destination research. Additionally, I'll provide on-the-go support, offer recommendations, and address any travel issues to ensure a seamless experience.

# Competitor Analysis.

- Product and Service Analysis: I will evaluate your products and services against those of our competitors, emphasizing unique features and pinpointing any gaps.
- Pricing Strategy Evaluation: I will assess competitors' pricing approaches to assist you in positioning your offerings effectively and maximizing profit

# Competitor Analysis.

- Competitor Monitoring: I will keep a continuous watch on competitor activities to ensure you stay updated on market changes and new developments.
- Actionable Recommendations: I will deliver practical insights and suggestions to strengthen your competitive edge, enhance market positioning, and foster business growth.



# Competitor Analysis.

- Tailored Reports: I will create customized reports that present findings in a clear and concise manner, aiding you in making well-informed strategic decisions.

Review on Client

| Competitor Analysis of Real Estate Agent on Instagram - 15 October 2024  |                                   |
|--|-----------------------------------|
| @lucasscastano   | Competitors                       |
|  |                                   |
| <a href="https://lucasscastano.bhhscarolinas.com/">https://lucasscastano.bhhscarolinas.com/</a>                                    | Website                           |
| <a href="https://www.instagram.com/lucasscastano">https://www.instagram.com/lucasscastano</a>                                      | Social media                      |
| Registered on Instagram since September 2014, currently having 118 posts with latest post on August 2024                           | Summary / Account Overview        |
| Followed by 9351 followers, mixed audience with some private accounts included   | Audience from Instagram Followers |
| Account owner most probably still active, indicated by latest Instagram post that posted in August 2024 and an active contact link | Account activities                |

# Competitor Analysis

| Competitor Analysis of Real Estate Agent on Instagram - 15 October 2024  |  |
|--|--|
| @charlotte.andco   | @shanalashay   |
| <a href="https://charlottenco.com/">https://charlottenco.com/</a>  | <a href="https://linktr.ee/shanalashay/">https://linktr.ee/shanalashay/</a>  |
| <a href="https://www.instagram.com/charlotte.andco/">https://www.instagram.com/charlotte.andco/</a>  | <a href="https://www.instagram.com/shanalashay/">https://www.instagram.com/shanalashay/</a>  |
| Registered on Instagram since September 2015, currently having 1103 posts with latest post on Oktober 2024 (today)                           | Registered on Instagram since April 2012, currently having 1043 posts with latest post on Oktober 2024 (today)                               |
| Followed by 22.9K followers, mixed audience with some private accounts included  | Followed by 9431 followers, mixed audience with some private accounts included   |
| Account owner most probably still active, indicated by latest Instagram post that posted in October 2024 (today) and an active contact link. | Account owner most probably still active, indicated by latest Instagram post that posted in October 2024 (today) and an active contact link. |
| Property / Real Estate agent in Charlotte  | Property / Real Estate agent in Charlotte and Asheville  |
| Positive reviews on professionalism on helping costumers   | Positive reviews on the clear explanation given to costumers   |
| The posts are professionally designed and have clear explanations in the captions.   | Posts come with clear explanatory captions.  |
|  | The price range of the properties is not available for   |

## Review on Competitor

| Competitor Analysis of Real Estate Agent on Instagram - 15 October 2024   |   |
|---|---|
| @cltlivingrealty  | @charlotte_real_estate  |
| <a href="https://charlottelivingrealty.com/">https://charlottelivingrealty.com/</a>   | <a href="https://10best.usatoday.com/destinations/north-carolina/charlotte/">https://10best.usatoday.com/destinations/north-carolina/charlotte/</a> |
| <a href="https://www.instagram.com/cltlivingrealty/">https://www.instagram.com/cltlivingrealty/</a>   | <a href="https://www.instagram.com/charlotte_real_estate/">https://www.instagram.com/charlotte_real_estate/</a>                                     |
| Registered on Instagram since July 2017, currently having 6 posts with latest post on February 2019   | Registered on Instagram since January 2016, currently having 6 posts with latest post on January 2016   |
| Followed by 141 followers, mixed audience with some private accounts included   | Followed by 286 followers, mixed audience with some private accounts included   |
| Account owner most probably not active anymore in Instagram, indicated by latest Instagram post that posted in February 2019, yet the contact link can still be accessed. | Account owner most probably not active anymore, indicated by latest Instagram post that posted in January 2016, and inactive contact link.          |
| Property / Real Estate agent in Charlotte   | Property / Real Estate agent in Charlotte   |
| Not found   | Not found   |
| Not enough data to review   | Not enough data to review   |

2024

# Proficient in.

- Google Workspace
- Microsoft Office
- Travel booking platforms (Traveloka, Tiket.com etc.)
- Various internet research tools and databases



Google Workspace





**Thank  
you.**

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# Contact Me

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