

## **Customer Discovery Interview: Milly Adams (Instagram: @adams\_fitness\_fanatic)**

### **1. Daily Routine**

- My day begins with a morning workout, often broadcast live on Instagram or recorded for later posts. The remainder of the day is spent on content planning, filming, editing, and interacting with my audience. I also dedicate time to staying updated with the latest fitness trends and collaborating with fellow fitness influencers.

### **2. Tool Utilization**

- I utilize Canva for creating engaging graphics, Buffer for scheduling posts to reach audiences worldwide at optimal times, and Final Cut Pro for crafting high-quality video content. These tools support my need for both creative expression and operational efficiency.

### **3. Tool Costs**

- The tools I use require a subscription or a one-time purchase. My investment decisions are based on the value they bring to my content creation process and my budget limitations.

### **4. Tool Effectiveness**

- The tools I use effectively meet most of my operational needs. However, I sometimes find the analytics provided by Buffer to be lacking in depth, which could help optimize my content reach better.

### **5. Role of Content Creation and Distribution**

- Creating and distributing content consumes approximately 80% of my professional time. The impact of my content directly correlates with the growth of my audience and engagement metrics.

### **6. Client and Brand Collaborations**

- My collaborations primarily involve fitness apparel companies, health food brands, and occasionally, tech firms that produce fitness tracking devices, which complement the content I produce.

### **7. Industry Insight**

- While the fitness industry thrives on social media, there are growing opportunities in related sectors such as health foods and wellness apps. Traditional industries may struggle with engaging content, presenting a potential area for crossover collaborations.

### **8. Challenges and Annoyances**

- Recent changes to Instagram's algorithm have posed challenges, affecting how my content is seen by my audience. Adapting to these changes requires agile content strategy adjustments.

### **9. Deadline Management**

- I often work under tight deadlines, especially when producing sponsored content. Tools like Google Calendar and Trello are indispensable for keeping track of deadlines and ensuring timely content delivery.

### **10. Managerial Expectations**

- As the manager of my brand, I strive for high-quality content production, consistent engagement with my followers, and steady growth in my social media following.

**11. Content Creation Methods**

- My content strategy includes a mix of spontaneous updates, strategically scheduled posts, and interactive elements such as live Q&A sessions, which help maintain a dynamic and engaging online presence.

**12. Campaign Management Across Platforms**

- I manage my presence across various platforms using Buffer, adapting my content to suit the unique audience and format of each platform—Instagram, Facebook, and Twitter—to maximize impact.

**13. Budget and Outsourcing**

- My budget is primarily allocated to essential content creation tools and occasionally outsourcing tasks like graphic design or video production to freelancers.

**14. Meeting Deadlines**

- I prioritize my tasks based on their urgency and importance, focusing first on collaborative projects or content with fixed posting schedules.

**15. Social Media Campaign Management Issues**

- Handling multiple campaigns simultaneously can be overwhelming, requiring effective use of management tools to track performance metrics and adapt strategies as needed.

**16. Feedback and Resolution**

- In response to a brand expressing dissatisfaction with the performance of a sponsored post, I negotiated an agreement to produce an additional post and organized a giveaway to drive further engagement.

**17. Finding Brand Partnerships**

- I typically engage with potential brand partners who reach out directly via Instagram DM or email. I prioritize partnerships with brands that uphold high ethical standards, offer quality products, and align with my fitness philosophy.