<u>Interview Transcript:</u>

Hof: Hi, as a part of my computer science course we are doing an internal assessment, IA in short, where we do a big project in which we make a program to solve specific problems for a client. As you and I have worked in the past and I'm familiar with the work that you do as an entrepreneur, I thought that you would be a suitable client for my IA. So what I will be doing is asking you a few questions about your work in order to see what problems I could help you out with and present to you an idea that can improve your business by using a program that I will be making.

Ready to start?

Adev (Client): Yeah, let's go.

Hof: So in short, what does your job entail?

Adev (Client): Brand development, digital marketing, personal development and influencing in a sense where I create brands to influence others to want to join and become an influential figure in a particular niche.

Hof: Very interesting, and which of these kinds of jobs take up the most of your time?

Adev (Client): What takes up the most of my time? I would say the brand development, really making it authentic, building a culture and a story around the brand is probably what takes the most time for any of this when it comes to building my own brand and influencing others, or building a brand such as activewear or a mindfulness community/ brand and becoming an influential figure in that particular niche. I think that's what takes the most time, is basically building a narrative and story and I feel like behind those communities/ brands those are the most time consuming, but also the most fulfilling.

Hof: Yes, of course! And with those businesses, what do you do in order to bring in customers, what are the things you do throughout the day to sustain your business and constantly bring traction to it?

Adev (Client): Yes, so how do I drive traffic in a sense. I drive traffic through Instagram social media for the most part, that is my highest grossing traffic source and it is mostly organic. I also send out emails to people that give out their public information on instagram, so I drive traffic through that. So basically the best way to drive traffic is through social media for our brands, as well as thorough content creation, so creating incredible content that people can learn, relate to and become better from. That's how I build traction and the interest around the brand and community.

Hof: That's very insightful to hear! Some of that is probably difficult to do, so I was wondering what kinds of software programs do you now use to do some of this work?

Adev (Client): I use a mail merge called Gmass and for my social medias I actually have VA's (Virtual Assistants) working for me so I don't have any software that I use, just because the ones that I've used prior have caused action blocks and caused my accounts to not work the same way, so it's tough to automate them. It's basically it as far as software, as I don't use too many of them. Additionally, I use an instagram email extractor which is ice and makes it a lot easier instead of going through all the instagrams that have business emails, so I have a bot that email extraction. And obviously I want to develop that side of my brand more where a lot of it is automated, maye find an autoresponder for emails or figure out a way where I can get an instagram bot, in a sense, but more authentic and more human-like, so yeah, that's where I'm leaning towards.

Hof: And doing some of these tasks that you aren't able to automate through the use of software, what is the most annoying?

Adev (Client): What is the most annoying?

Hof: Or time consuming in a sense?

Adev (Client): Well I used to do all of that on my own and then I've hired people to do it for me but the most annoying part for what I do is I guess checking up and paying high fees for VA's for really easy work which could easily be automated, that's kind of annoying. I'd rather pay a VA to do something more effective as this could easily be automated to the point where I don't have to have VA's, I could probably pay a bot or some automation tool for $10 - $20 a month, something way cheaper or possibly nothing. Then I could spend that extra money I spend on VA's on VA's that are gonna be beneficial like content creation or even put it towards Instagram influencers that I could pay to rock the brand or pay a photographer to create content. Basically, that extra $200 - $300 a month tha I'm spending on VA's, is not much when you think about it, but in the grand scheme of things it's a lot of money. And if you think about it in a year, it's $3600 that I'm spending on VA's to work for me and I'm grateful for them, don't get me wrong, but it could easily be automated through a bot.

Hof: I think that it's definitely something that could be done, could cut costs for you and you can definitely repurpose that money into other things like you said. One of the things that I would propose actually, is having something like this automated where a certain program would send a certain amount of comments through your social media throughout the day, and one of the things that we would have to work with in order to do that is data. And that data would be the users on Instagram, so one of the programs I could offer you is one that obviously does the commenting and alongside that, extracts these profiles, so basically you can feed it, say, a certain account on Instagram which is related to the niche in which you work, and then it will be extracting these users as they are likely to be interested in whatever it is you are offering since they are following an account that is in your particular niche. So by having a certain database that has all of these users, you might be able to use it to do commenting and following through Instagram, and gain traction for your business, and then you will not have to pay the VA's to do it and repurpose the money like you said to other things.

Hof: So would you like something like that to be automated?

Adev (Client): I mean that's what I've been saying, if you can find a solution for me that would be awesome!

Hof: That's great to hear. And if a database constraining a bunch of users that were extracted from a certain account on Instagram like I was talking about earlier, what would you do in order to maybe filter it or sort it out in order to find the most suitable candidates, so what would be your ideal candidate that you would reach?

Adev (Client): I would say for that, it's people that are related to that niche so it would be people that are similar to my brand and have 10x, 20x or 100x bigger than my brand, so basically target the people that are interested in a brand similar to mine. You know, be different and show them the brand's unique proposition, and kind of make that known as soon as they come in contact with the brand. They can see the bio, what makes us different, why we are more valuable than the other brands and we look for people that want to purchase a product for 10% or %15 off, so people that actually want to be involved in the community or the brand and want to basically promote it an potentially be a part of something a lot bigger than themselves. We look for either affiliates that want to talk good about the brand or customers, customers that enjoy the products that we sell and enjoy what our brand is about, like the story and the feeling behind. Those are basically the two people we are looking for when we are commenting as well. Sometimes we would look for influencers, people that have 50K+ followers or a 100K+ followers with really good engagement. It's essentially 3 kinds of people that we look for.

Hof: Yes. So in a sense this could be suited specifically to your business where, as you were saying, you can target all sorts of people that are likely to be aligned with your brand vision or image.

Adev (Client): Yeah, simply put exactly that, yes.

Hof: And one proposal to add to this program that might be helpful for you, for example, if you were looking at all of these large Instragm accounts, and you came across one that you wanted to add to your database but had nowhere to write it down or you just don't want to forget about it. Would having a section in the program where you enter these accounts manually be helpful?

Adev (Client): I mean the hard part is, I wouldn't say even writing stuff down, writing all that down would take years upon years, so having an extracting tool, basically a scraper , taking out all these profiles and then from those profiles, maybe like a 500,000 follower instagram profile, taking out maybe 10K to 20K of those profiles that like the content, commented on their content or simply recent followers of that brand. Then you can have a script of comments that the bot writes on those people, and then those people that were comment on would reach out to the brand and possibly like our content as well. All of that would be automated but done in a very humanistic way and not in a bot-like manner. I would say a similar tool to Jarvee. I had some experience with Jarvee where I had to use a VPN and that worked for a bit, but even then

Instagram knew that something was fishy, so it's tough to do. If some new technology or new program comes out that makes that a lot easier, then I'm all ears!

Hof: Yes, of course. That is great to hear, I really appreciate your input and after hearing all this from you, what I would propose is to write a program for you where you will be able to give the program an account that has, say, a million followers on Instagram, that is in your particular brand niche, and you could have it extract profiles from Instagram and then keep track of all these profiles in the program, and you will have another option in the program that you can actually choose a certain amount of these people it extracted and like or comment like you wanted and that will resolve your problem with having to pay those VA's as we talked about earlier. Additionally, we could do all sorts of stuff about commenting, following or sending certain messages, but having this kind of database to work with, I think would be very helpful.

Adev (Client): Yes, I agree, I definitely agree with that!

Hof: It's great to hear from you, and the next time we will be talking I will be back with a proposal of what the program would look like.

Adev (Client): That would be awesome! I would love to get a trial on it, see how it works and see how it goes from there honestly. That sounds good.

Hof: That's great to hear! So thank you for your time, I hope you have a wonderful day and we'll talk soon!