New advertisers — 9 brands

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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Drawn from what works · fictional document

> **Fictional document — demonstration example**
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> **Fictional document**, produced for demonstration. **The profile comes from the studio's most profitable brands**, compared with the contracts lost.

The two traits that separate

Trait	Among the 5 most profitable	Among the 3 lost
Already posting, but irregularly	**5 of 5**	1 of 3
A single point of contact	**5 of 5**	**0 of 3** — approval through three people, margin halved

The nine, and the dated fact

Situation	Count	Temperature
Account opened on a new network under 2 months ago	4	Warm

Situation	Count	Temperature
Posted then stopped	3	Warm
Communication hire announced	**2**	**The warmest**

What is prepared for each

Element	Content
Verifiable observation on their own posts	Rhythm, missing formats, **questions left unanswered in comments**
Comparable studio work	Two, in the same world
Decision	**The studio reviews and sends**

The framing

Point	Quarter
Hosting of accounts, messages and brand guides	**France, processing in the EU targeted**
Posts shipped without approval	**0**
Replies shipped without approval	**0**
Approvals logged and viewable	**1,870**

For the studio to settle

Criteria for approaching a new advertiser: _____

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> https://bluelemonagent.ai/en/entreprises/cas-usage/agent-ia-community-management

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