

Market Research

Business Type: E-commerce Dropshipping

Business Objective: Sell a bunch of Dropshipping stock

Funnel: ***Amazon / IG/ FB***

Writing Process:

1. Who am I talking to?

Who is my target audience?

- a) Employee
- b) Students
- c) Writers
- d) People who need to stack papers

What do they want?

- a) Organize their papers or files
- b) Convenient to carry
- c) Waterproof

2. Where are they now?

Where are they in the funnels?

- a) Amazon Scrolling
- b) Other Alternative E-com platform Store scrolling looking for products to buy

Where are they regarding their attention, desire, belief, and trust?

-Pain/Desire:

- 5/10

- Trust:

- a) hoping for something more sturdy.
 - b) Scratch or damage to the product
 - c) The zipper sometimes doesn't open or close smoothly, but it doesn't break

- 7/10

- Belief:

- a) For household accounting. It's sturdy and easy to use. and they're glad bought it.
 - b) It's very convenient because it's small and I can't remember where I put them after a while! It's easy to see and my kids love it!
 - c) It was really good. I'm thinking of buying another one to help me manage my household finances.

- 4/10

- Current State:

- a) It's cute, but I gave up on it after three days and stopped using it.
 - b) I use it to store my bankbook. The zipper sometimes doesn't open or close smoothly, but it doesn't break, so I don't think it's a bad thing.

- Pain State:

- a) When the product has a small dent or scratches probably in the process of shipping.
 - b) Sometimes the zipper does not work smoothly
 - c) look rough and unattractive. Also, there are significant individual differences, so it's disappointing when you get one with messy stitching or cut edges.

Even cheap overseas binders that cost around 600 yen are frayed and don't have such individual differences.

For the price... it wasn't a very good purchase.

3. What do I want them to do?

What specific actions do I want to take at the end of this little experience?

-

4. What do they need to see/feel/Experience In order to take action, I want them to, Based on where they are starting.

-Reek users to Ads:

-Create an intriguing hook SL catchy post ad to make them click to enroll for a gym membership.

Outline Draft

Head line:

推し活やオタ活に必須: 透明ポケット付きDY.2ten A5バインダーでコレクションを楽しもう!

About the item or body context:

毎日の整理整頓やお金管理にぴったりのDY.2ten A5バインダーは、シンプルで洗練されたデザインが魅力。カード、コレクション、アクリルスタンド、ファスナーポケットまで、多用途に使える6穴のA5サイズバインダーで、あなたの生活をより便利にします。

- 透明クリアポケット: 透明なリフィルポケット(10枚入り)で中身が見やすく、必要なものをすぐに取り出せます。大切なアイテムを美しくディスプレイして保管できます。
- お金管理に最適: ファスナーポケット付きで、お札やレシートなどもスッキリ収納。お金を管理するのに便利で、必要なものを一箇所にまとめられます。
- コレクションを守る: 推し活やオタ活グッズの保管にも最適! トレカやアクスタケースとして使えるため、お気に入りのアイテムを安全に保護します。
- 持ち運びも簡単: 軽量でA5サイズのコンパクトなデザインなので、持ち運びにも便利。バッグにすっぽり入れて、いつでもどこでも整理整頓が可能です。

(Sample Draft of the design)





Add a little bit of body text