

Business objective - generate leads for an insurance company

Funnel - meta ads → landing page

Who am I talking to?

- people who don't have life insurance
- Parents
 - Age 20 - 45
- Average income level
- Single moms/parents

Where are they at now?

- Current state
 - Their kids don't have financial protection
- Dream state
 - Their kids are financially protected in the worst case scenario
- Roadblock
 - They don't understand the different type of life insurance
 - They think that it costs way more than it actually does
- Solution
 - Financial protection
- Product
 - Term life insurance
- Awareness level
 - Level 3 they know about the solution and even life insurance but they don't know about the different types of life insurance and which one they should choose
- Sophistication level 5
 - They've had multiple people try to sell in the past
- Is the value worth it?
 - Low in the beginning
- Do they believe?
 - 6/10 yes since they know about the death benefit
- Do they trust?
 - No 1/10
 - We're just a random company on Facebook running ads

Where do I want them to go?

- stop the scroll

- Consume the video
- Click the link
- Fill the form on the website

What are the steps to take them from where they are to where I want them to go?

- Stop the scroll
 - With the target market visual (a family of four)
 - It's a new opportunity (uniques mechanism)
 - A tribal (the dad has the kid on his shoulder and it's a happy family, on a little family vacation having fun, it's there dream state)
 - Offers the product as the best form of the solution
 - Objective beauty and movement (nature, walking with the family, their a happy family)
- Consume
 - Movement
 - Just offers the product as the best form of the solution
- Click the link
 - Heavily in the expertise seciton
 - 'Learn more'

Draft (the video)

- <https://www.capcut.com/view/7418065231793881605?workspaceId=7346850707909132293>