

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Sneaker Store

Business Objective: Get more attention

Funnel: Via FB Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. **Office Workers:** Likely interested in comfortable, stylish shoes for work.
- b. **Students:** Look for affordable yet trendy shoes.
- c. **Sneakerheads/Hypebeasts:** Passionate about rare, limited-edition sneakers and brands.

2. Where are they now?

- a. Scrolling Facebook

- b. Current Level:
 - i. Current :
 - 1. Haven't found a suitable shop
 - 2. Few new models
 - 3. No promotions
 - ii. Current Belief:
 - 1. Do they believe this sneaker shop has genuine affordable shoes?.
 - 2. On the scale of 10, 5/10 the belief is that this store has new and reasonable price
 - iii. Credibility
 - 1. 2/10, they will need more reviews testimonials
- c. Desire Level:
 - i. Good price
 - ii. Variety of size and price range and models
 - iii. Friendly staff

3. What do I want them to do?

- a. Stop scrolling and read ads
- b. Click a link with intention to claim the first customer voucher

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

a. Stop scrolling and reads ads

- i. Big Voucher, Huge discount
- ii. Strong color contrast and animation

b. CTA:

- i. Click ads to browse and claim offer
- ii. Direct for a certain discount offer
- iii. **Emphasize the offer:** Lead with the **voucher or discount** to create urgency and excitement, such as "**Exclusive deal for new customers!**"
- iv. Use **FOMO (fear of missing out)** by adding urgency to your copy: "Limited time only!" or "Grab it before it's gone!"

Fresh Foam Cruz v3

NEW ARRIVAL

FULL SIZE AVAILABLE

Only 85\$
NOT NEW
CUSTOMER OFFER
INCLUDED

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OSS

The advertisement features a person kneeling on a light-colored floor, examining several pairs of Fresh Foam Cruz v3 sneakers displayed on dark blue shoe boxes. The sneakers are in three colorways: dark green/black, white/orange, and white/grey. The text 'Fresh Foam Cruz v3' is prominently displayed at the top. Below it, 'NEW ARRIVAL' is written in a curved font. A large red text overlay reads 'FULL SIZE AVAILABLE'. To the right, a yellow and red text overlay states 'Only 85\$ NOT NEW CUSTOMER OFFER INCLUDED'. In the bottom left corner, there is a small copyright notice: '©2024 ONLINE SNEAKER SHOP ALL RIGHTS RESERVED'. In the bottom right corner, there is a circular logo with the letters 'OSS'.

Sample body text:

The new model has arrived in our shop that fits into daily life for work, students even picky collectors with the most affordable price.

This deal is even more attractive when you're a new customer of our shop. Claim your first customer 10% discount asap before we run out of size