

PROCESS

Business Type: E-Commerce

Business Objective: Get more attention

Funnel: Via FB/Meta ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

-People who are looking to shop online with minimal to no hassle and without the fear of getting scammed

2. Where are they now?

a. Scrolling on FB

b. Current levels

- i. Pain/Desire – 4/10 has some complex and useless features that make online transactions harder.
- ii. Belief in the idea of online shopping- 7/10
- iii. Trust in the company- 7/10

c. Current State

- i. Afraid of scammers everywhere
- ii. Suspicious and complex transactions
- iii. Lack of product credibility

d. Dream State

- i. Trusted Sellers
- ii. Safe and Transactions made easy
- iii. Product reviews increasing product credibility

3. What do I want them to do?

- a. Stop Scrolling
- b. Click with the intention to browse the app and start shopping

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

a. Stop Scrolling and read the ad

- 1. On time Guarantee Delivery
- 2. Demonstration of Dream State
- 3. Outstanding Colors that match their theme
- 4. Visuals, Movements, and Animations
- 5. An opportunity to get something valuable and relevant for myself

b. Click with the intention to browse the app and start shopping

- i. On Time Guarantee Delivery
 - 1. Making a direct offer that offers a solution to the buyers
- ii. Forget the long wait for your deliveries
 - 1. Highlights a common issue that frustrates customers then offering a solution
- iii. Receive your orders on time with Shopee's On-Time Delivery Guarantee
 - 1. Offer the dream state of having a convenient and hassle-free transaction
- iv. Add to cart and shop now without any delays! ☐ Get offer

DRAFT



Body Text:

Waiting for your package like it's the final scene of a rom com?

With Amazon's On-Time Delivery Guarantee, there's no more guessing!

Just click "Add to Cart" and get your order on time—without the drama!