

What business objective am I trying to complete?

- I am trying to increase their sales for skin-care products, via Facebook ads.

Who am I talking to?

- I am talking to women around 17-40
- These women struggle with blackheads/ acne

Where are they now?

- They are scrolling through facebook feed
- They are level 3 awareness
- Level 4.5 sophistication
- Have blackheads
- Mainly on nose
- Actively looking for solution
- PAs treatments failed
- They have high desire
- They have mid level trust of authority
- They have low trust that the product will work

Where Do I want them to go?

- Catch the scroll
- Change their world beliefs
- Drive them to buy

What are the steps I need to take to get them there

- I want them to be product aware

i. Have the name of the company as the skin care product

ii. At the end tell the customer how Jafra has made the new product

iii. Get them to the Jafra sales page where they will buy

- I want to bring their trust that the product will actually work

i. Mention their world beliefs and what they know about retinoids to build rapport with the consumer

ii. Change their belief that the most effective treatments are actually a combination of the retinoids

iii. Finally drive it in, by changing their belief that, with the correct combination of retinoids, coupled with a strategic skin care routine, makes for the best treatments.

- To have trust in the company

i. Use a convincing photo that looks neat

ii. Have my profile picture as the of JAFra, incase they do know of the company

iii. Bring them to the Jafra website, where by the sheer design of the website, they'll automatically have some trust in the company

- Get their attention online

i. Have a picture of a skin care routine

ii. Have a SL about their blackheads

ROADBLOCKS: They're not using the right kind of Retinoid (Ingredient) for their skin
Solution : A strategic combination of Retinoids, coupled with a strategic skin care routine

Research:

https://docs.google.com/document/d/10dRyd3_jVMleC4dwi6Szx00i5Vw6Fr0j8CoSuvxOC0U/edit?usp=sharing

DIC

There's a reason why your skin care routine isn't fixing your blackheads

It has to do with your skin type right? WRONG... kind of

You see, while some of these products may work for some people, they don't work for the amount of people they should.

What a lot of companies don't do is, use the compatible ingredients and combine them with a strategic skin-care routine

That's why sometimes, different products may even cause your skin to dry out, and turn your face red and itchy.

For that reason, Jafra made their new strategic Blackheads treatment and pore-reducing kit or the June Clear Smart Bundle

It incorporates Salicylic Acid, with their TOP SECRET ingredient that has shown results for %98 of clients, results in less than 4 WEEKS!

Join the thousands who have transformed their skin and rediscovered their confidence down below.

[Accelerator Title \(jafra.com\)](http://jafra.com)

Self Analysis: Overall I kept it short and concise. I did a good job grabbing their attention about something they care about. I cranked the pain levers a bit, as well as the desired levels a bit. But mainly, I positioned it, to where I explain why my product is better than all the others, while at the same time building rapport with the reader, by talking about their past bad experiences with crappy skin care products.