

# **TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS**

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**Business Type: Polo Gear company**

**Business Objective. Get more costumes / more traffic**

**Funnel: SEO web, Instagram, facebook paid ads/ meta ads, X**

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## **WINNER'S WRITING PROCESS**

**1)Who am I talking to?**

- Men & Women with a medium - high income 20k+ AB1
- Waiting for the polo season/ waiting for the next polo tournament or practice with their friends
- Polo players are successful business people who have flexible schedules and the financial means to support their participation in the sport. This includes entrepreneurs, executives, and consultants.

## Polo Avatar Description

**Name:** Alex Morgan

**Background:** Alex Morgan is a dedicated and enthusiastic Polo player who discovered their love for the sport a few years ago. Alex balances a busy professional life with their passion for Polo, often spending weekends and evenings at the Polo club. With a solid understanding of the game's fundamentals, Alex is always eager to improve their skills and participate in local tournaments and friendly matches.

**Appearance:** Alex has an athletic build, reflecting their active lifestyle. They are usually seen wearing practical and stylish Polo gear, including a well-fitted Polo shirt, comfortable riding pants, and sturdy boots. Alex's helmet is adorned with a few personalized stickers, showcasing their unique personality and interests outside of Polo.

### Personality:

- **Passionate:** Alex's enthusiasm for Polo is contagious. They love talking about the sport, sharing tips, and learning from others.
- **Friendly:** Known for their approachable and supportive nature, Alex is always ready to welcome new players and make them feel at home at the club.
- **Determined:** Alex is committed to continuous improvement, often practicing their swing, studying game strategies, and seeking advice from more experienced players.
- **Team Player:** Values teamwork and camaraderie, always encouraging fellow players and celebrating collective successes.

### Interests:

- **Horse Care:** Alex takes pride in taking care of their horse, understanding that a strong bond with their equine partner is crucial for success on the field.
- **Fitness:** Maintains a fitness routine to stay in shape for Polo, including activities like jogging, strength training, and yoga.
- **Socializing:** Enjoys the social aspect of the Polo community, participating in club events, dinners, and social gatherings.

### Goals:

- **Skill Improvement:** Aims to refine their techniques, particularly their riding skills and mallet control.
- **Competition:** Desires to compete in more local tournaments and perhaps join an amateur league.
- **Networking:** Aspires to build a network within the Polo community, learning from seasoned players and contributing to the sport's growth at the amateur level.

### Online Presence:

- **Social Media:** Active on platforms like Instagram and Facebook, where they share highlights from matches, training sessions, and events at the Polo club.

## 2)Where are they now?

FB, INST

- Current levels:
  - ❖ **Work:** Many Polo players have demanding jobs or businesses. They might be involved in sectors like finance, law, medicine, real estate, or entrepreneurship. Their work often requires them to balance their professional commitments with their Polo schedule
  - ❖ **Equestrian Industry:** Those involved in the equestrian industry might spend time training horses, managing stables, or working as veterinarians. They might also participate in other equestrian sports and activities.
- Current state-
  - ❖ **Socializing and Networking:** The social aspect of Polo is significant. Players spend time attending club events, social gatherings, dinners, and parties. Networking within the Polo community can lead to lasting friendships and professional connections.
- Dream state-
  - ❖ **Family Time:** Spending quality time with family is important for many Polo players. They might enjoy family outings, vacations, or simply relaxing at home.
  - ❖ **Many Polo players travel for matches, tournaments, and to visit different Polo clubs, enjoying the opportunity to see new places and meet new people.**
  - ❖
- Desired outcome-
  - ❖ **Polo player is typically someone with a strong passion for horses and competitive sports, a disciplined and team-oriented mindset, and a profession or lifestyle that allows for the time and financial investment required to participate in Polo. The diverse backgrounds and professions of Polo players contribute to the rich and vibrant community surrounding the sport.**

### 3)What do I want them to do?

- **Immediate action-**
  - ❖ Stop scrolling and click on the ad. ( Start navigation the web, look at all the new gear in our shop).
- **Second action-**
  - ❖ Start filling up the shopping cart and click the buy slot.

### 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?

#### **Factors that could make people stop scrolling;**

- **High quality ad-**
  - ❖ WEB with visuals that catch the customer's attention.
  - ❖  
[https://www.canva.com/design/DAGKTTcoCSM/fHipfu\\_Fvqbwr21Cjyotrg/edit?utm\\_content=DAGKTTcoCSM&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGKTTcoCSM/fHipfu_Fvqbwr21Cjyotrg/edit?utm_content=DAGKTTcoCSM&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

- **Applicable and relatable-**
  - ❖ Relatable images shown throughout the ad pulling on the customer's need for buying different products.
  - ❖ People of similar age giving testimonials .
- **Value proposition-**
  - ❖ Good prices with guarantee on the products.
- **Immediate benefits-**
  - ❖ Telling the potential customer instantly that they could make a loved one smile with a gift to the shop.
  - ❖ Telling the potential customer instantly that they would be very satisfy with the product they are buying.
- **Reviews-**
  - ❖ Positive feedback from past customers highlighted in the ad.
- **Concise and relevant copy-**
  - ❖ Place a clear emphasis on the products as a gift for family or friends, and the 4 shop locations.
- **Incentives and offers-**
  - ❖ Offers such as “Get 5 polo Mallets for the price of 4”.

[https://www.canva.com/design/DAGKTL3YkFA/CMMUIAvHcSS5EAGmJtfqgg/edit?utm\\_content=DAGKTL3YkFA&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGKTL3YkFA/CMMUIAvHcSS5EAGmJtfqgg/edit?utm_content=DAGKTL3YkFA&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

## Analysis of Website -

The website is well-designed but it needs to show the products easier . I believe that certain changes will lead to more **engaged users** and **more sales**.

I've been reviewing the competitive landscape in the Polo gear market and observed that many of our competitors have significant gaps in their SEO, web presence, and advertising efforts. This presents us with a unique opportunity to leverage our strengths in these areas to gain a competitive edge

1. Optimizing the website for an SEO company that specializes in Polo gear.
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2. **Identify Primary Keywords:** Use tools like Google Keyword Planner, Ahrefs, or SEMrush to find high-volume and relevant keywords related to Polo gear.

3. **Long-Tail Keywords:** Focus on long-tail keywords, such as "best polo gear for beginners" or "affordable polo equipment," which often have less competition and more specific search intent.
  4. **Competitor Analysis:** Analyze competitors' websites to discover which keywords they are ranking for and identify any gaps you can exploit.
  5. **Mobile Optimization:** website is mobile-friendly.
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6. **Local Keywords:** Incorporate local keywords (e.g., "Polo gear store in UK) to attract nearby customers.
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7. **Google Analytics:** Use Google Analytics to track traffic, user behavior, and conversions.
  8. **Search Console:** Monitor Google Search Console for indexing issues, search performance, and user experience metrics.
  9. **Regular Audits:** Perform regular SEO audits to identify and fix any issues that may arise.

## GROWTH PLAN

### Business Type:

Polo Gear Accessories niche

### Business Objective:

Increasing traffic to website + increasing sales

### Show and explain the full funnel:

Paid ads → Increased web traffic → more sales

### Context:

First client through warm outreach.

### What Will My Strategies Do (My objective):

I will create paid ads to increase web traffic. Specifically all types of polo players around the world because no brands do such a thing.

Ads will increase traffic then after having improved the website, more sales will be generated. Leading to more profit.

### Roadblocks:

Lack of attention on social media.

Why is that? No adverts. Poor SEO and website needs improvement. Low IG engagement

What are they going to get out of it? Increased traffic on web and IG and conversions.

Why do we want social media attention? To then increase monetization through website purchase

How are they going to monetize it exactly? By customers getting on the web , watching different types of products to buy.

### Explain how your product's strengths and weaknesses play into the value equation.

It's a very good brand, growing day after day, but the customers doesn't know all pre products that the brand has , because , they doesn't show them on the web

Each product is crafted with precision and attention to detail by our skilled artisans. Their expertise ensures that the materials are not only utilized to their fullest potential but also assembled with the utmost care, resulting in gear that is both aesthetically pleasing and functionally superior

### Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel

Looking at the ad (first stage of funnel). Awareness and sophistication is included in step 4.