ADVANCED COPY REVIEW AIKIDO:

Business Type:

custom birthday cakes

Business Objective: grow social media accounts

Funnel: organic content

Business objective;
- Grow Instagram to 1k + get 5 customers
- Deadline: 1.5 weeks

Tested...

- No (This is a first draft)

Who am I talking to?
1. Married couple
2. Have 1-2 Children
3. 70% women 30% men

Avatar:
1. Name: Dalia
2. Age: 28-45
3. Married
4. A mother
5. Trying her hardest to balance between her job and also being a housewife and a mother
6. Trying to spend more time with her kids and understand them more
7. Trying to influence her kids

Where are they now?

a. Current state:

- Scrolling on social media
- kinda happy couple
- Have some little problems
- Wanna make the relationship more happy

b. Market levels:

i. Desire 6/10 they already wanna create smth special for their kid
ii. Trust 2/10 they don't know us
iii. Belief 5/10 don't know if their kid will really be happy to see his fav cartoon on his birthday cake (never thought about it)

c. Dream State:

i. Happy week with their husband and kids
ii. Get their kids happy for days
iii. Get some cool pictures to show how much they love their kids
iv. Get a good memory with their kids to hold on
v. look like the best mother that has a deep connection with her kids

d. Market Awareness:

i. Level 2: problem aware
ii. Stage 3: aware of the mechanism

They should see it and go oh that's unique never thought that this would make my kid happy

What are the tribes they are in rn ??

- **Their family**
- **Their coworkers**
- **Parents**

What are their values?

- Happy children first
- Making their kids feel special
- Being a parent is hard
- Kids are hard to immerse with nowadays

How do they interact with their trib?

- Probably talk on phone all day about their kids/school/housekeeping
- Visits
- Send videos/tips about raising children

How do they want to build their status in that tribe?

- Showing off how she knows well what their kids like
- Making a special birthday party that their kid keeps talking about it

How can you show them how your product aligns with their tribal affiliation and

tribe-specific desires?

1. **Showing how customized birthday party with what their kid likes will make him happy and take about all-day**

e. *Where do I want them to go?*

   i.   Stop scrolling
   ii.   Visit the page
   iii.   Watch more testimonials
   iv.   Raise the idea in their mind
   v.   DM and order

f. *What are the steps necessary to get them there? + what should they see/feel/hear to get them there?*
   i.   (How will I get their attention?)

      1.   Movement in the video
      2.   Show dream state [super happy kids]
      3.   Contrast colors

   ii.   (How will I increase specific levels)

1. To increase the levels of trust show a lot of testimonials and past work to show that we have done this alot
2. To increase the levels of certainty, as well the testimonials and the amount of the videos should make them believe that all parents do this for their children
3. For the levels of desire show happy kids video + mention how much their kids talk about these characters

g. ***Roadblocks/objections***:
   i.   What reasons could they have for not buying this?
        expensive
   ii. What little excuses could they generate to not take action?
● Too late
● procrastination
   iii. What hidden doubts might stop them from doing the right thing?
Will this really make my kid happy

h. ***Solution/Mechanism:***

   Do some special offer
   Show how much more money it will take to create such a special memory

i. ***Personal analysis:***

Draft #1

● Incorporate micro-CTAs (e.g., "Save this post for later," "Tag a friend who would love this") ✅✅

● Create content that specifically addresses these objections. For instance, showcase the value of your cakes by comparing them

to cheaper alternatives or emphasize the emotional impact of a custom cake on a child's happiness. ✅✅

- Be more specific with your offers (e.g., "10% off for first-time customers") and use social proof (e.g., testimonials, case studies) to build credibility. Will be done in stories and posts ✅✅

- Create content that showcases the joy and relief she'll feel after choosing a custom cake, not just the cake itself.[Working on it] (I think would be done in a paid ad better in the future rather than organic content)

- Since desire is higher, make sure your content leverages this by emphasizing urgency and scarcity (e.g., limited slots for custom cakes). This can push those on the fence to take action. ✅✅

- Consider adding some educational posts that subtly highlight the unique benefits of your cakes compared to DIY or store-bought options, moving them closer to solution-aware. (???)

- test using Instagram's new features like polls or question stickers to increase interaction.

- **User-Generated Content:** Incorporate UGC into your strategy to build credibility and encourage customer interaction.

- **Social Media Habits:** Further refine the avatar by adding details about when and how Dalia uses social media, which will help in timing your posts.

Day 1: Monday – "Magical Monday: Behind the Scenes"

- **Content:** Time-lapse of the cake creation process, focusing on intricate details.
- **Filming Guide:**
  - **Setup:** Place the camera in a stable position above the workspace to capture the entire process. Use good lighting to highlight the colors and details.
  - **Action:** Film each stage of the cake creation, from mixing ingredients to decorating. Speed up the footage in post-production to create a smooth time-lapse.
  - **Editing:** Add a magical filter or light effects to emphasize the "magic" theme.
  - **Caption:** "Every cake we create is a little piece of magic ✨ Watch as we bring this birthday dream to life! #CustomCakeMagic"
  - **CTA Placement:** Add the CTA "Follow us to see more cake creations come to life!" at the end of the video with an on-screen prompt or in the caption.
  - **Story:** Use a text overlay or poll asking, "What type of dessert do you want to see next?" to engage viewers.

Day 2: Tuesday – "Transformation Tuesday: Before & After"

- **Content:** A transformation video showing a blank cake turning into a fully decorated masterpiece.
- **Filming Guide:**
    - **Setup:** Film the blank cake first, then pause and continue filming after the cake is fully decorated.
    - **Action:** Capture both the plain cake and the final product from the same angle to make the transformation smooth. Use a transition effect (e.g., swipe or fade) in post-production.
    - **Editing:** Emphasize the transformation by adding upbeat music or sound effects that enhance the "before" and "after" contrast.
    - **Caption:** "From plain to perfection! See how we transform a simple cake into a work of art 🧁 #CakeTransformation"
    - **CTA Placement:** Include the CTA "Tag someone who would eat this!" after the transformation reveal.
    - **Story:** Ask viewers "What theme do you want your cake to be?" to drive engagement.

Day 3: Wednesday – "Wholesome Wednesday: Happy Kids, Happy Cakes"

- **Content:** Short clips of kids reacting to their custom cakes.
- **Filming Guide:**
    - **Setup:** Film in a well-lit, comfortable environment where kids feel at ease.
    - **Action:** Capture genuine reactions as kids see their cakes for the first time. Focus on their expressions, smiles, and excitement.

- **Editing:** Create a montage of the best reactions, using soft, cheerful music to enhance the emotional impact.
- **Caption:** "Their smiles make it all worth it! 💖 What theme would your child love? #HappyKidsHappyLife"
- **CTA Placement:** Add the CTA "Share your child's dream cake theme in the comments!" at the end of the video.
- **Story:** share the story of your last birthday party

Day 4: Thursday – "Theme Thursday: Cake Inspiration"

- **Content:** A slideshow or video montage showcasing different themed cakes.
- **Filming Guide:**
  - **Setup:** Gather high-quality images or short clips of various themed cakes. Ensure each cake is well-lit and shot from different angles.
  - **Action:** Arrange the images or clips in a visually appealing sequence, transitioning smoothly between themes.
  - **Editing:** Add text overlays with the theme name (e.g., "Superhero," "Princess") and pair with background music that fits the overall vibe.
  - **Caption:** "No matter the theme, we've got you covered! 🎂 Which one is your favorite? #BirthdayInspiration"
  - **CTA Placement:** Use the CTA "Save this for your child's next birthday!" at the beginning or end of the slideshow.
  - **Story:** Share a positive customer review to build credibility.

Day 5: Friday – "Fun Fact Friday: Did You Know?"

- **Content:** Share an interesting fact about custom cakes or birthday traditions.
- **Filming Guide:**
  - **Setup:** Film a cake against a neutral background while overlaying the fun fact.
  - **Action:** Pair the fact with visuals that relate to the information being shared, such as close-ups of cake details or ingredients.
  - **Editing:** Use text overlays for the fact and include a subtle animation or sound effect to make the information pop.
  - **Caption:** "Did you know? [Insert fun fact] 🍰 Let us make your child's birthday unforgettable! #FunFactFriday"
  - **CTA Placement:** Add the CTA "DM us to start planning your custom cake!" at the end of the video.
  - **Story:** Highlight that there are limited slots for custom cakes to create urgency.

Day 6: Saturday – "Satisfying Saturday: Cake Cutting ASMR"

- **Content:** Slow-motion video of cutting into a beautifully decorated cake.
- **Filming Guide:**
  - **Setup:** Use a sharp knife and a steady camera angle. Ensure the cake is well-lit to highlight textures.
  - **Action:** Film the knife slowly cutting through the cake, capturing the smooth motion and the reveal of the inner layers.

- ○ **Editing:** Enhance the ASMR effect by amplifying the cutting sound. Slow down the footage to focus on the satisfying visuals.
- ○ **Caption:** "There's nothing more satisfying than cutting into the perfect cake 🍰 #CakeCuttingASMR"
- ○ **CTA Placement:** Place the CTA "DM to get our (month) special offer" as a text overlay right after the cut.
- ○ **Story:** Share a video of a happy child with their custom cake and ask, "What cartoon would your kid like to see on their cake?"

Day 7: Sunday – "Storytime Sunday: Our Cake Journey"

- ● **Content:** A mini-story about how you started making custom cakes, with clips of your work and the joy it brings to families.
- ● **Filming Guide:**
  - ○ **Setup:** Film in your bakery or workspace to create an authentic, behind-the-scenes feel. Use clips that show you in action, decorating cakes or interacting with happy customers.
  - ○ **Action:** Narrate the story or use text overlays to tell your journey. Focus on why you love creating custom cakes and the impact it has on your clients.
  - ○ **Editing:** Blend footage of cake-making with testimonials or clips of happy families. Use soft, inspiring background music.
  - ○ **Caption:** "Our journey began with a love for creating joy through cakes. Here's why we do what we do… 💕 #OurCakeStory"

- ○ **CTA Placement:** Use the CTA "Follow our journey and be part of the magic!" at the end, encouraging viewers to join your story.
- ○ **Story:** Run a special offer by asking followers to drop their birthday date to enter a random drawing for a discount or freebie.

Day 1: Monday – "Magical Monday: Behind the Scenes"
Content:

تايم لابس لعملية صنع الكيك، مع التركيز على التفاصيل الدقيقة.

Filming Guide:
Setup:

حط الكاميرا في مكان ثابت فوق منطقة العمل عشان تقدر تصور كل العملية. استخدم إضاءة كويسة عشان تظهر الألوان والتفاصيل.

Action:

صوّر كل مرحلة من مراحل صنع الكيك، من خلط المكونات لتزيين الكيك. سرّع اللقطات في مرحلة المونتاج عشان تعمل تايم لابس سلس.

Editing:

ضيف فلتر سحري أو تأثيرات ضوئية عشان تأكد على موضوع "السحر".

Caption:

"كل كيك بنعمله هو قطعة صغيرة من السحر ✨ شوفوا معانا إزاي بنحول امنية عيد الميلاد لحقيقة! #CustomCakeMagic"

CTA Placement:

ضيف "swipe left to see more" في نهاية الفيديو بنص يظهر على الشاشة

Story:

"إيه النوع من الحلويات اللي عايزين تشوفوها المرة الجاية؟"

Day 2: Tuesday – "Transformation Tuesday: Before & After"
Content:

فيديو before w after

Filming Guide:
Setup:

صوّر الكيكة الفاضية الأول، وبعد كده وقف التصوير وكمّل بعد ما الكيكة تكون مزينة بالكامل.

Action:

صور الكيكة العادية والنتيجة النهائية من نفس الزاوية عشان يبقى التحول سلس. استخدم تأثير انتقال (زي السوايب أو الفيد) في مرحلة المونتاج.

Caption:

"من عادي لتحفه فنيه! شوفوا إزاي بنحول كيكة بسيطة لعمل فني 🧁 منشن لشخص ممكن يأكل التحفه دي! #CakeTransformation"

Story:

"إيه الtheme اللي عايزين كيكتم تكون عليه؟" عشان تزيد التفاعل.

Day 3: Wednesday – "Wholesome Wednesday: Happy Kids, Happy Cakes"
Content:

مقاطع قصيرة لأطفال وهم بيشوفوا الكيك المخصص ليهم لأول مرة.

Filming Guide:
Setup:

Action:

صوّر ردود الفعل الحقيقية للأطفال وهم بيشوفوا الكيك لأول مرة. ركز على تعبيراتهم، ابتسامتهم، وحماسهم. (تتجاب من على يوتيوب عادي)

Editing:

اعمل مونتاج لأفضل ردود الفعل، باستخدام موسيقى ناعمة ومبهجة عشان تعزز التأثير العاطفي.

Caption:

"ابتسامتهم بتخلي كل حاجة تستاهل! 💖 شارك الكرتون اللي ابنك هيحبه؟
#HappyKidsHappyLife"

Story:

شارك قصة آخر حفلة عيد ميلاد ليكم.

Day 4: Thursday – "Theme Thursday: Cake Inspiration"
Content:

عرض شرائح أو مونتاج فيديو بيوري كيكات بمواضيع مختلفة.

Filming Guide:
Setup:

جمع صور عالية الجودة أو مقاطع قصيرة لكيكات بمواضيع مختلفة. تأكد إن كل كيكة مضيئة
كويس ومنصورة من زوايا مختلفة.
(عرض لشغل قديم)

Action:

رتب الصور أو المقاطع في تسلسل بصري جذاب، بتنتقل بسلاسة بين المواضيع.

Editing:

ضيف نص تراكب باسم الثيم (زي "سوبر هيرو"، "برينسيس") وركب موسيقى خلفية تناسب
الجو العام.

Caption:

"مهما كان الشكل المطلوب، إحنا مغطيين كل حاجة! 🎂 إيه المفضل عندك؟
#BirthdayInspiration"

CTA Placement:

استخدم " اعمل save للفيديو لعيد ميلاد ابنكم الجاي!" في بداية أو نهاية العرض الشرائحي.

Story:

شارك تقييم إيجابي من عميل لبناء المصداقية.

Day 5: Friday – "Fun Fact Friday: Did You Know?"
Content : (????????)

Story:

نوّه إن في عدد محدود من المواعيد للكيكات المخصصة عشان تخلق إحساس بالإلحاح.

Day 6: Saturday – "Satisfying Saturday: Cake Cutting ASMR"
Content:

فيديو بطيء لحظة تقطيع كيكة مزينة بشكل جميل.

Filming Guide:
Setup:

استخدم سكينة حادة وزاوية كاميرا ثابتة. تأكد إن الكيكة مضيئة كويس عشان تظهر القوامات.

Action:

صوّر السكينة وهي بتقطع الكيكة ببطء، مع التركيز على الحركة السلسة وكشف الطبقات الداخلية.

Editing:

عزز تأثير الـASMR بتكبير صوت التقطيع. بطء اللقطات عشان تركز على الجوانب المرئية الممتعة.

Caption:

"مفيش حاجة satisfying اكتر من تقطيع كيكة مثالية 🍰DM للحصول على عرضنا الخاص لشهر (الشهر) #CakeCuttingASMR"

Story:

Day 7: Sunday – "Storytime Sunday: Our Cake Journey"
Content:

قصة صغيرة عن بداية عملك في صناعة الكيك المخصص، مع لقطات لعملك والفرحة اللي بيدخلها على العائلات.
سكريبت " النهارده كنت بعمل اوردر لعيد ميلاد (اسم) قالولي انه بيحب كارتون (الكارتون او اللعبه) و كانوا عايزين يفاجأوه بيها في عيد ميلاده من كتر ما بيلعبها/ بيتفرج عليه

Filming Guide:
Setup:

صوّر في مخبزك أو مكان عملك عشان تخلق إحساس بالأصالة وخلف الكواليس. استخدم لقطات بتوريك وأنت بتعمل الكيك أو بتتفاعل مع العملاء السعداء.

Action:

احكي القصة بنفسك أو استخدم نصوص تراكب عشان تحكي.

Editing:

ادمج لقطات صناعة الكيك استخدم موسيقى خلفية ناعمة وملهمة.

Caption:

"رحلتنا بدأت بإدخال الفرحة من خلال الكيك. إليكم ليه بنعمل اللي بنعمله... 💕

swipe left to see more"

Story:

اعمل عرض خاص من خلال طلب من المتابعين يشاركوا تاريخ ميلادهم للدخول في سحب عشوائي للحصول على خصم أو هدية.

Summary of Filming Tips and CTA Placement

- **Lighting:** Ensure all videos are well-lit to highlight the colors and details of the cakes.
- **Camera Angles:** Use consistent camera angles for a professional look. Overhead shots work well for process videos, while close-ups are ideal for details.
- **Editing:** Use simple, clean editing with appropriate transitions and sound effects. Keep the videos short and engaging, around 15-30 seconds, which is optimal for social media.
- **CTA Placement:** Place CTAs either at the end of the video or as text overlays during a key moment (e.g., the transformation reveal or the cake cutting). Always pair CTAs with clear, actionable language.

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First feedback:
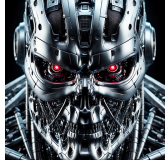
WWP + Copy Review

Your Winners Writing Process (WWP) is quite strong overall, but I'll provide a detailed analysis and a rating for each component to help you understand where improvements can be made.

Business Objective (Rating: 85/100)

- **Strengths:** Clear and concise. You've defined specific goals: growing Instagram to 1,000 followers and securing 5 customers.
- **Suggestions:** Consider adding a timeline to create urgency (e.g., within 3 months). Also, you might want to outline secondary goals, such as increasing engagement rate or generating user-generated content. ✅✅

Avatar (Rating: 75/100)

- **Strengths:** You've identified key demographics and basic psychographics.
- **Suggestions:** Deepen the profile by exploring Dalia's specific pain points and daily routines. For instance, what challenges does she face when planning her child's birthday? What does she value most in a custom cake—design, taste, or the experience it creates for her child?✅✅

Current State & Dream State (Rating: 80/100)

- **Strengths:** You've effectively contrasted Dalia's current state with her dream state.
- **Suggestions:** Add more emotional depth. For example, explore her fears (e.g., disappointing her child) and how your product

can alleviate those fears. This will make your content more relatable and emotionally compelling. ✅✅

Market Levels (Rating: 70/100)

- **Strengths:** You've correctly identified the low levels of desire, trust, and belief.
- **Suggestions:** Provide more context on why these levels are low. Is it due to competition, lack of awareness, or price sensitivity? Understanding the root causes will help you address them more effectively in your content. ✅✅

Market Awareness (Rating: 80/100)

- **Strengths:** You've placed your audience correctly in the awareness stages.
- **Suggestions:** Consider how you can educate your audience further to move them from problem-aware to solution-aware, positioning your custom cakes as the ideal solution. ✅✅

Tribes and Values (Rating: 85/100)

- **Strengths:** Identifying tribes and values is crucial, and you've done this well.
- **Suggestions:** Dig deeper into how Dalia interacts with these tribes online. For example, does she participate in parenting groups on Facebook or follow certain influencers? This information could help you target your content more effectively. ✅✅

Desired Actions & Necessary Steps (Rating: 90/100)

- **Strengths:** You've clearly mapped out the desired actions and steps to achieve them.

- **Suggestions:** Incorporate micro-CTAs (e.g., "Save this post for later," "Tag a friend who would love this") to guide users more gradually through the funnel. ✅✅

Roadblocks/Objections (Rating: 85/100)

- **Strengths:** You've identified key objections like price and procrastination.
- **Suggestions:** Create content that specifically addresses these objections. For instance, showcase the value of your cakes by comparing them to cheaper alternatives or emphasize the emotional impact of a custom cake on a child's happiness.✅✅

Solution/Mechanism (Rating: 80/100)

- **Strengths:** You've proposed special offers and emphasized the value of the memory.
- **Suggestions:** Be more specific with your offers (e.g., "10% off for first-time customers") and use social proof (e.g., testimonials, case studies) to build credibility. ✅✅

Content Draft (Rating: 95/100)

- **Strengths:** The content calendar is creative, well-structured, and covers a wide range of content types. It's engaging and aligned with your business objectives.
- **Suggestions:** Consider integrating user-generated content or collaborations with influencers in your niche to boost credibility and reach.

Overall Rating: 82/100

What to Change/Add:

1. **Deepen the Avatar:**

- ○ Add more detail about Dalia's fears, challenges, and what she values most in a custom cake.
- ○ Consider her media consumption habits—what platforms she uses, what type of content she engages with.

2. **Emotional Triggers:**
   - ○ Enhance the emotional appeal by addressing Dalia's specific fears and desires in your content.
   - ○ Create content that showcases the joy and relief she'll feel after choosing a custom cake, not just the cake itself.

3. **Content Diversification:**
   - ○ Add micro-CTAs throughout your posts to guide Dalia gradually through the funnel.
   - ○ Introduce user-generated content, such as reposting customers' photos of their cake experiences, to build community and trust.

4. **Objection Handling:**
   - ○ Develop content that directly addresses the cost objection, such as breaking down the value of a custom cake versus a store-bought one.
   - ○ Use testimonials and case studies to show how your cakes have solved similar concerns for other parents.

5. **Test and Iterate:**
   - ○ Set specific time-bound goals and regularly assess the effectiveness of your content.
   - ○ Be ready to pivot or adjust your strategy based on engagement and conversion metrics.

By implementing these changes, you'll strengthen your WWP and create a more compelling, effective organic content funnel.