

TOP PLAYER ANALYSIS

Business Type: Auto Detailing

Funnel: Google, Facebook(24k followers)

TOP PLAYER ANALYSIS

1. What is the top player doing?

Blogs/SEO: They have blogs that are engaging and have a bunch of information.
(When you type the topic such as "houston tx window tinting" their link to their blog explaining the process and why it's good comes up.)

Ads: They have been running a bunch of ads (some even from february of 2023)



Vivè Auto Detailing

Sponsored

What goes into our Paint Protection Film (also known as Clear Bra) application? Here is how it works 🌟🌟🌟

Our clients are always asking us: What goes into a professional Paint Protection Film application? What makes Vivè Houston better?

Here is what goes into our installation:

This car went through an EXTENSIVE service. It all starts with a thorough 3-step paint decontamination.

The removal of contaminants is one of the most important steps before a PPF application.

You wouldn't want road tar, bug guts, or debris stuck underneath the film, would you? 🐞

The next step is a Multi-Step Paint Correction and Paint Polishing on the panels to remove defects prior to PPF application. This is what truly gets your vehicle looking its best before we apply PPF.

Next up, the Paint Protection Film installation process. We use both custom cut techniques and C&C Digital Machined Patterns for precise fitment.

Our talented master technicians have been professionally applying PPF since 2007, and since then we have worked on over 30,000 cars!

If you think laying down a screen protector on your new phone is hard, try laying down a big piece of film on your front bumper. Don't even get us started on an inexperienced installer trying to cut on your car... 😬

Our Paint Protection Film is professional premium-grade (none of that dealership material that yellows within a month), much thicker, and much more durable than consumer-grade film. Perfect for the Houston weather ☀️🌧️❄️.

Whatever level of PPF coverage you choose will leave your vehicle looking its best, making it super easy to maintain, protecting you from costly damage, and all the environmental contaminants that make a car look dull or old. Plus you'll make your friends jealous 🤩.

Did we mention our PPF has Self-Healing Technology and is backed by a 12-Year Warranty as well?

Curious about the cost?

Learn more here: <https://www.vive-houston.com/houston-texas-paint-protection-film>



www.vive-houston.com

Houston's No.1 Paint Protection Film Installer
Talented Master Technicians

Learn more

Library ID: 1154812338566137

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✓ Active

Started running on Feb 24, 2023

Platforms

See ad details



Vivè Auto Detailing

Sponsored

We're not the cheapest, but we are the best... 🌟

Confused by all the different options you have for Paint Protection Film, Ceramic Coating, and Window Tint?

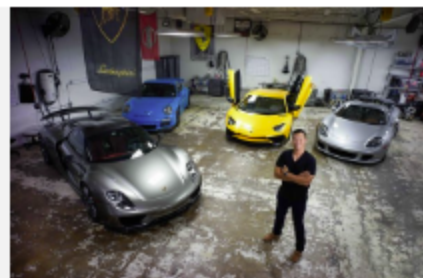
As a family-owned business since 200, our focus is only on delivering a quality service with integrity, honesty, and transparency. Our clients enjoy working with us because we're committed to providing multiple custom options that suit you and your specific needs.

Why Choose Vivè Houston?

- ✓ Family owned and operated for over 16+ years
- ✓ Complimentary loaner cars
- ✓ Free digital inspection and estimate
- ✓ Protected over 30,000+ cars
- ✓ Talented & experienced master technicians with over a decade of experience
- ✓ Exclusive, professional, and premium line of PPF/Ceramic Coating only available to us
- ✓ In-house 0% financing giving you the flexibility, freedom, and convenience
- ✓ Industry-leading warranty
- ✓ Fast turnaround
- ✓ Fully insured and 24/7 security

Are you convinced you need to protect your investment?
Get your quote here:

<https://www.vive-houston.com/>



www.vive-houston.com

Family owned and operated for over 16+ years
In-House 0% Financing

Learn more

^^Two ads that have been running since February 2023

Two examples showing successful ads.

These ads give free information,

Explanation of target market's dream state

In the ad to the left they use good copy to use emotionality to make the reader feel that they need the best of the best to do the PPF on their cars.

On the right ad they leverage their experience and background to convince the reader that they are the BEST option. (As a car detailer you must sell your service as the **BEST**.) They understand that their target market is willing to pay the extra buck for the "BEST"

Reels: They make daily videos with free info + satisfying content to gain more engagement. Although this isn't making them money right then and there it allows them to build a community with people in their target market.

2. What type of market are they tailoring to?

Google Reviews:

Their google reviews are a good mix of expensive cars, and older dirtier cars.

Many Car enthusiasts make reviews of their cars after getting a job done from vive.

This is what their returning customers are like:

"I have been using Vive for a few years now and could not be happier. Their level of service and professionalism cannot be matched. I have tried to go to other shops closer to me in The Woodlands that are highly recommended. But I end up back at Vive every time. If you want it done right with the best products by the best techs, then Vive is the only option."

"I am a returning customer. I look forward to bringing my car to vive for multiple reasons. They provide professional, knowledgeable, and friendly service. Their team cares about answering all my questions, and their attention to detail is immaculate. They do an amazing job, the best in the business. Its hard for me to trust people to work on my car but they have earned my trust and I can always expect them to make my car look show-ready. Always happy with the results, can't stop looking at my car. You can also trust them to provide honest and reliable customer service. Definitely recommend that you have them do your ceramic coating!"

"Amazing detail shop, very informative and unmatched quality. Beth explained the process in detail and kept me up to date on my vehicle the entire time. Before coming to Vive, I went to another detail shop for paint correction/ceramic coating and my vehicle was covered in swirls and tick marks from improper buffing. Vive had to fix a \$2,000 paint correction and ceramic coating that was done incorrectly at another shop. If your on the fence on getting

paint correction, ceramic coating or PPF; don't be. Vive will make your vehicle look like a show car and the options on protecting your vehicle are limitless. A small investment in protecting your vehicle is well worth it, I highly recommend Vive for all your detailing needs."

"Went to Vive to have my windows tinted to cut down on the heat during the summer and I could not be happier with the results. I especially want to shout out Christian Templet and Thao Nguyen who were extremely patient and friendly, gave thorough explanations, and answered every one of my questions. I will definitely be back and I highly recommend Vive for your car care."

^Realize how the employees explain to customers the process, and keep the client up to date the whole time. This is building strong trust between customer and client. ALWAYS be happy and explain to your customer what is going on with their car and what is the specific detail you're doing.

Summary: Their market are people who have new, expensive, nice cars and just want to maintain that "new car shine." Most of the reviews are people with ferraris, audi's, and classic cars. These people are **Car People**. They are willing to pay the extra buck for extensive car care and a friendship between a company that actually cares about cool cars.

3. What are they doing to tailor to that 'market'?

Reels: are **always** a video of a high ticket car. It's ALWAYS a satisfying/free info video with viral music showcasing a rare/expensive cool car.

Ads: They are always running ads similarly showcasing expensive cars while also providing free information about their product/service.

They also use good emotionality in their copy.

On top of this, these ads are almost a year old and must have a good conversion ratio.

They often use their ads to show specific services.

Check this funnel out:

Ad caption:

What goes into our Paint Protection Film (also known as Clear Bra) application? Here is how it works 👉👉👉

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Library ID: 998536128515510

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✓ Active

Started running on Jun 20, 2024

Platforms    

See ad details



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Our clients are always asking us: What goes into a professional Paint Protection Film application? What makes Vivè Auto Detailing better?

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WWW.VIVE4HOUSTON.COM
Katy's No.1 Paint Protection Film Installer
Talented Master Technicians

Learn more

Library ID: 430888769850933

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✓ Active

Started running on Jun 20, 2024

Platforms    

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Talented Master Technicians

Learn more

Library ID: 839585704891753

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Katy's No.1 Paint Protection Film Installers
Talented Master Technicians

Learn more

Curious about the cost?



Dangers of Nature... so you can actually free it from your garage!

Schedule your free diagnosis today and get \$100 off

Name *

Submit

Ah, your car. Your prized possession. Your obsession. You spend hours each weekend with a toothbrush and Q-tips, keeping it pristine and looking like it just rolled off the showroom floor.

But when you take it out into the big bad world, it's so vulnerable!

Birds treat it as if there's a target on your hood. Rocks and tar are attracted to it like magnets.

From the rain to the sun, the world is out to get you and your car - and you need backup.

What's a car lover to do? Wrap the entire car in bubble wrap so nothing can mar its beautiful paint job? Make it a Garage Queen that never sees the light of day?

That's no way to live!

Your car **WANTS** to be driven. It **NEEDS** to be driven.

But there is a solution...one that will protect your paint from rock chips, bird droppings, acid rain, intense sun, scratches...and **even raccoon attacks** (ask us how we know).

They used this ad campaign to funnel the click straight to a page amplifying the emotion of the target market.

Remember. This works so well because their target market are people who really care about their expensive cars and want to keep the value of their cars.

OUTPUT

4. What are they doing that differs from our 'struggling' client?

They understand what type of people are in the market and what will push their target market to book a quote/estimate.

They have blogs, their website is SEO.

They run many ad campaigns.

They post reels almost everyday,

They are willing to go the extra step and explain everything to their clients

They post reels with demonstrations of dream state