

Top Player Analysis

Business Type: Online Learning, various industries, in the trades.

Business Objective: Get People To purchase online tuition.

Funnel: Google ads for active searchers.

Funnel Identification

1) Who am I talking too?

- a) B2B, End User, HVAC guy, CEO, etc.. break down the customer profile and their main problem

The end user. The guy that actually wants to be an hvac technician.

2) Where Are they at now? (scrolling on social media, searching in google, looking for answers on reddit, etc..)

- a) (Active/Passive)

Actively searching for a career in hvac

- b) Current pain / desire for Solution to the problem you are trying to resolve.

– 7/10 actively searching. Have some pain and discomfort, and are actively searching for a solution.

- c) Current belief that the solution you offer will work.

2/10. They are likely skeptical, because its an online based program, and HVAC is hands on mostly.

- d) Current trust level in your company coming In new off the street.

is minimal, 2/10. They don't have too much hvac content out. Helps that they are a larger outfit with engineering in their name.

- e) Describe the Current pain state.

They want to better themselves, and are actively looking to pursue a career in HVAC. They are sick of the job they are in, and they want to likely make more money, increase status, and be able to have a better life for their families.

- f) Describe their ideal dream state in detail.
They want to have more money, they want a positive future. They want to be successful. They want to be respected

3) What do I want them to do (funnel breakdown, at each step of the process)?

- a) Search on google / stop scrolling / search on YouTube / etc...
Search for the keyword I selected.
- b) First Action I want them to take
Click on the ad with the intention of learning more.
- c) Second Action I want them to take.
Consume the content on the sales page
- d) Third Action I want them to take. (add more if more actions are required).
Purchase an hvac tuition program

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 (each stage from previous funnel breakdown)?

- a) What makes someone want to take the first action? (visuals, do they demonstrate the dream state, whats the contrast of the images, texts, price, is it helpful to them, etc..)
 - i) Click on the ad with the intention of learning more.
builds some intrigue by empowering them to take control / secure their own future. The words certificate of competency tells them that they will become competent in the training. Not very many visual elements.
- b) What makes someone want to take the second action? (offer dream state, lower cost, lower time investment, less sacrifice, talk about convenience)
 - i) Professional certificate of competency verbiage at the beginning offers the dream state, shows visuals of professionals working, the website is well put together, and well lit. it has many things going on which peaks curiosity a bit.
- c) What makes someone want to take the second action? (offer dream state, lower cost, lower time investment, less sacrifice, talk about convenience, is trust and belief above cost?)
 - i) selling the vision. Talks about working with experts from around the world to build trust. Gives customer testimonials to communicate trust, talks about why you should choose them, and lists examples to increase belief and trust. The layout and color choice relaxes you, and communicates that you can trust what their saying.

Funnel Examples:

Top Of Funnel: Google Ads via Search:

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Certificate of Competency in Heating, Ventilation & Air-Conditioning

Take control of your future and apply now to study electrical engineering **online**. Graduate...

Middle Of Funnel: Sales Page:



Engineering Institute of Technology

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Industry

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Q


Home > Courses > Professional Certificate of Competency in Heating, Ventilation and Air Conditioning (HVAC)

Professional Certificate of Competency in Heating, Ventilation & Air-Conditioning




DURATION

3 Months




STUDY MODE

Online
Online Mechanical Engineering




LOCATION

Online




COURSE CODE

CAC




INTAKES

10 September 2024
15 April 2025





COURSE TYPE


Professional Certificate



FEES

 Time Commitment & Duration

 Important Dates

 Make a Courses Enquiry

Hear from our students


“ Easy access at all times to the material. Great to fit in with long working hours. ”

J McKenzie, Australia

[Professional Certificate of Competency in Heating, Ventilation and Air Conditioning \(HVAC\)](#)

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Goal is to get them to apply.

Helpful Information



How to Apply



Student Support



Learning Resources



Studying Online



Hardware & Software
Requirements

Why EIT?

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Australian Accredited
Education



Industry Experienced
Lecturers



Unique Delivery Model

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Create ad Draft Variation:

1) Advertisement platform

Google

2) Body Text on the post/ ad

Learn HVAC / Become someone important.