

PUSH UPS VIDEO:

<https://vimeo.com/942264005>

Pre-built gaming PC IG ad

Winner's Writing Process

-With this project I am trying to bring more customers to an online store in Technology hardware, software and services - Warm outreach client. Specifically, In this particular ad I am targeting adults and competitive PC gamers between 25-35yrs men and women, because the subject I will be advertising revolves around purchasing a tailor-made pre-built gaming pc with the best customer service and quickest shipping time.

-Instagram and Facebook will be needed for this ad.

-I am intending to run this ad with just an attention grabbing reel to trigger the desire of gaming victory thanks to performance hardware and software.

Who am I writing to / who is my avatar?

I am writing to a 25 y/o Man. His name is Gareth. He is interested in joining the gaming community with his own start-up set up. He has the problem of poor customer service from competing companies he has tried using in the past.

Where are they now? How are they feeling?

Awareness: He is for sure solution aware (level 3). He knows that pc gaming is growing in the country and that it's something worth getting a piece of the action for him. He probably knows of a solution to this problem, which is to upgrade his pc setup with a supplier. BUT he is not product aware, particularly with my client's product(s). He doesn't know of the company I am advertising and definitely wouldn't know if his problem would surely be solved because of the quality of products and customer service my client company has to offer. To a certain degree, he doesn't know which pc equipment he should go for in order to join the community and dominate from the get go and whether or not he will receive better treatment and faster shipping.

This means we have to call out this obvious problem, highlight the right solution, and offer the client company and its products as the vehicle to achieve that desired solution.

Sophistication: Honestly so, this is a highly saturated market. I would say that this is a level 3 situation. There are probably several ads out there advertising this solution via their products. Though maybe not strong enough to get his attention and persuade him to buy.

Value Equation: Dream outcome - explained in dream state. Perceived Likelihood of Success - very likely as this is a common yet poorly executed service amongst the market (Stage 3 sophistication). Effort & Sacrifice - very little as client company handles the mixing and matching of gaming equipment and shipping logistics. Only sacrifice would be the money to pay for the whole product. Time delay - depends on location where the pc must be delivered as nationwide delivery is also available to customers. But little time delay from customer service and shipping standpoints.

Value Ladder: Initial content on social media stage.

Current State: He is passively looking to find the right product to achieve the solution to this problem for gaming jumpstart. He is very busy with his everyday schedule so he constantly postpones it. If my ad could bring something captivating enough, credible and convincing with product quality and outcome, while making the process of getting everything in order to build his pc properly simple and easy to cope with given his current schedule, due to great customer service that is, it would be ideal.

Dream State: His dream state involves a fully functional, fully optimized gaming pc, thanks to helpful customer service and quick shipping time since purchase. Furthermore, he dreams of having a reliable tech supporter in an event of his hardware/software going faulty; a supporter who can solve his problems quick and easy, thanks to exclusive customer treatment. *This supporter comes from the client company.*

What actions do I want them to take? (Sales Funnel)

I want Gareth to click the link in the ad which directs him to the product page of the company, which displays more copy for the reader to go through about the importance of building the right gaming pc, and another CTA to get the customer to request a tailored quotation in order for him to purchase (conversion).

What must they experience inside of my copy to go from where they are now, to taking the action I want them to take.

- We have to firstly grab his attention, Through a movement reel, with catching colors and bold statements.
- Then trigger and amplify the painful current state of poor customer service and slow shipping. Done by highlighting the negative experiences of poor customer service by other companies in this niche.
- Then establish trust and credibility in the company by highlighting the company's excellent customer service and quality gaming products and services, and that the company has been in the industry for over 20 years (fact).
- CTA ('Click the BOOK NOW button below ...'). This will take them to the company website PC Gaming products and services page.

This is intended to equip the reader with the mindset that he has found the right supplier to help him achieve his desire here.

How will I bring down perceived costs and thresholds?

I minimized the perceived cost and thresholds by mentioning to the reader free shipping on selected items, over 20 years experience, and customer support throughout the whole process.

What are the reader's roadblocks and what is the solution/mechanism that will solve those roadblocks? (Product inclusive)

His Roadblock is his lack of reliability on pc supplier on top of his little knowledge on how to build the right gaming pc. Furthermore, his roadblock is receipt of poor quality customer service and experience, which most face in the realm of shipping logistics and troubleshooting assistance.

The solution/mechanism to solve these roadblocks is to advertise the client company as the go-to company for accurate product knowledge, superb product quality and delivery, and excellent customer service. This solution/mechanism, as mentioned, involves the customer clicking the link in the ad to book a consultation on pre-built pcs, thus pushing them to receive a tailored pc gaming equipment recommendation and sales quotation for conversion all via the web page.

What testing strategy are you using, where your post is with that testing strategy, what you've tested so far & what the metric were for the clickthrough rate, Cost/click and CP conversion & conversion rate if available)

I am going to be using the DIC Format. I believe it fits best for this specific type of copy since it's going to be as short yet triggering as possible.

It has not been tested yet.

We will use the "Book Now" tactic. Whoever is interested will click on that button and be led to the pc gaming sales page. Mainly this is what I care about. By extension I also want the traffic to turn into conversions after the sales page as that is an incentive for me, but as long as I can show my client that my work will bring attention and action at the very minimum, because of click rate, I will be subtly pleased. I want people to show up to the web page. Then if we get results, even better!

Personal analysis of the Copy (What are the weaknesses, how do you think you can improve it, how have you attempted to fix your issue)

Strengths:

I think the headline triggers a desire for convenience.

I also think the headline paints a victorious picture in the reader's mind, one they would obviously wish upon themselves.

Regarding the body, it further carries strength by getting credibility involved in the way that it does, whilst involving convenient service and quality products, thus amplification.

Coming to the CTA (Solution) section, I think it provides a sense of social proof by mentioning over 20 years experience in this service, and at the same time motivates good customer service with the 'no-bullsh*t' approach. Last sentence (P.S.) I believe it is another crank of desire.

Weaknesses:

If the headline were to be weak, I think it would be through the picture headline i.e., it may not be captivating enough in terms of attention. Yes? No?

Regarding the body, even though it may be amplifying to the extent it already is, I feel it could be strengthened further.

I also feel a weakness in the body. Is it maybe a bit too boring? Yes? No?

Coming to the CTA (Solution), I think the product being pre-built gaming PCs is either given away easily, thus impacting intrigue. This is something I can't pick out myself. I

also think the free shipping could be elaborated better. Though I also don't want to make it look too wordy, unless that would be ideal.

How I attempted to fix the issue:

This is the final presentation after 2 reviews and personal evaluations and 1 with a family friend. However, even with this specific copy, I changed some of the words and their presence to add emphasis e.g., from the words WAR MACHINES to the words build something amazing in the close.

Would really appreciate your expert guidance.

What are they thinking ?

He has the thought of getting a pre-built gaming pc, but very passively. When he sees the ad, he is probably triggered by the feeling of victory and as he reads the caption will probably think he has found a better solution than what he's been dealing with currently.

Where are they inside of my funnel?

He is at the top of my funnel because we are randomly popping up in his feed.

Where are they emotionally and physically?

Emotionally, he is in a state of disappointment for his own customer experience thanks to previous options, but is not mentally (and actively) making the solution a priority. Also in a state of helplessness for poor product knowledge on the matter. Physically, carrying on with his day-to-day life.

Links to socials and website:

IG - <https://www.instagram.com/k4computers/>

FB - <https://www.facebook.com/k4itsolutions>

Ad Landing page - <https://k4it.co.za/gaming/>

THE COPY

Yellow: Headline (Disrupt)

Blue: Intrigue

Green: CTA

Picture Headline:

Conquer the Battlefield! Build Your Dream PC the Right Way!

Avoid waiting weeks for a pre-built PC that might not even work!

At K4 Computers, we've been building **premium WAR MACHINES with exceptional customer service for over 20 years.**

Our expert team will guide you through every step, ensuring you get equipped with the **BEST armor for the battlefield!**

No more:

- Waiting forever for delivery.
- Dealing with unresponsive customer service.
- Ending up with a PC that will get you losing.

With us, you get:

- **Fast and free shipping nationwide.**
- **Expert consultations to build the perfect PC.**
- **Unwavering customer support throughout the WHOLE process.**

DON'T SETTLE for anything less than your dream PC. Click "BOOK NOW" and let's build something amazing together!

P.S. FREE SHIPPING on assorted deals!