

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: SaaS business

This software is the only regulator-approved digital system for tracking horse medications.

It replaces paper records, Helps horse owners fully comply with welfare regulations, for racing horses in multiple countries.

Features:

- Medication search
- Horse location tracking
- Real-Time INSTANT Notifications
- Strategize and manage race schedules

First to the market

Business Objective: Grow presence on instagram-Attention
→To establish trust, and credibility with client, to pitch Fb ad project

Funnel:Organic instagram content

WINNER'S WRITING PROCESS

Who am I talking to?

Top customer-Regulatory bodies

Secondary-Race horse owners/trainers

- **Love for Horses and Racing:** They are passionate about the sport.
- **Financial Stability:** They can afford the costs of owning and caring for racehorses.
- **Competitive Nature:** They enjoy the excitement and competition of racing.
- **Business Savvy:** They have good business skills to manage investments.
- **Social Connections:** They like networking within the racing community.
- **Gender:** Traditionally, more men have been racehorse owners, but the number of women owners is increasing.

2.Where are they now?

A.Scrolling on instagram

B.Sophistication-

Level 1 - Problem Unaware

Level 2 - Problem Aware

C.Current levels

i.Pain/Desire- 3/6 Not feeling much pain, or desire at the moment,if not in work

ii.Level of belief in the idea of software that saves them time,effort and sacrifice in their job- 4/6 There is some belief as it

- logically makes sense
- there's social proof
- Fits with there current situation

iii.Level of Trust That it is efficient/Reliable- 5/7 They have never used a software to hold all the information of their horse

- No familiarity
- Social proof
- Only accepted software to comply with regulations

Current state

i.“Updating is tedious.” Keeping records current is a lot of work.

ii.“Everything isn’t in one place.” It’s tough to integrate information from different records.

iii.Frustrated, stressed by the time , effort and sacrifice

Dream state

i.Finding records with ease

ii.Know what health regulations are due in order to race asap

iii.Strategize and manage race schedules effortlessly.

iv.Real time updates notifications

vi.Enjoy partaking in horse races stress free

3.What do I want them to do?

A.Stop scrolling

B.View page with intention to follow

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?

A.Stop scrolling and read post/reel

i. Amplify pain, desire

ii.Fomo with High status competitors

iii. Urgency

iv.Curiosity

vi.solution to reduce stress instantly

B.View page with intention on following

Ignore draft

DRAFT

Part 1: Symptomatic Messaging Core Desires and Pain Points for Equine MediRecord

Core Pain Points (Symptomatic Statements)

1. **“Updating is tedious.”** – It takes hours to manually update paper records every time a horse receives treatment.
2. **“I need everything in one place.”** – Juggling different files and spreadsheets to track horse medication is exhausting.
3. **“I’m stressed about missing a regulation update.”** – Missing an update could result in disqualification or penalties.
4. **“I feel overwhelmed managing race schedules manually.”** – Trying to align all the health records and race schedules is stressful.

5. **“Tracking locations of multiple horses takes forever.”** – Finding out where each horse is at any given time is a time-consuming task.
6. **“I’m tired of re-entering data when the app crashes.”** – When software fails, it wastes time by forcing me to redo the work.
7. **“Switching between apps slows me down.”** – I waste valuable time going between apps to manage my horses' records.
8. **“I’m constantly worrying about fines.”** – Every error in documentation could result in costly fines.
9. **“I’m losing track of vaccination schedules.”** – Keeping up with required vaccinations across different countries feels impossible.
10. **“It’s frustrating when I don’t get real-time updates.”** – Not getting real-time notifications makes it difficult to keep up with urgent tasks.

Core Desires (Symptomatic Statements)

1. **“I want all my horse records in one place.”** – Being able to easily access everything related to my horses would make life so much easier.
 2. **“I want instant updates on every horse’s health status.”** – Knowing immediately when something needs attention keeps me ahead of the game.
 3. **“I want to manage my race schedules without stress.”** – Automatically organizing race schedules based on my horses' health status would save me hours.
 4. **“I want to track each horse’s location at a glance.”** – A simple way to see where my horses are without having to ask around.
 5. **“I want to never miss another regulation update.”** – Real-time notifications of compliance deadlines would keep me on track without the fear of fines.
 6. **“I want to spend more time focusing on racing, not paperwork.”** – Automating health and medication records would let me concentrate on what I love—racing.
 7. **“I want to ensure my horses are always race-ready.”** – Having access to up-to-date health records at any moment helps ensure they meet all regulations.
 8. **“I want to stay compliant without lifting a finger.”** – A system that takes care of compliance paperwork without my manual input would be a game-changer.
 9. **“I want to strategize race schedules seamlessly.”** – A platform that optimizes schedules based on health records would streamline race planning.
 10. **“I want to feel confident in my records when regulators come.”** – I need peace of mind that all my records are up-to-date and compliant without constant worry.
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Part 2: Testable Core Statements for Ads

Core Pain Point Statements

1. **“Tired of spending hours updating horse records?”**
2. **“Exhausted from managing multiple files to track your horses?”**
3. **“Stressed about missing a compliance deadline?”**

4. “Overwhelmed managing race schedules manually?”
5. “Frustrated by not knowing where your horses are?”
6. “Annoyed when you have to re-enter data after an app crash?”
7. “Fed up with switching between apps to manage horse info?”
8. “Worried about costly fines due to errors in paperwork?”
9. “Struggling to keep up with different country vaccination schedules?”
10. “Frustrated by a lack of real-time updates for horse records?”

Core Desire Statements

1. “Want all your horse records in one easy place?”
 2. “Need instant updates on your horses’ health?”
 3. “Dreaming of managing race schedules stress-free?”
 4. “Want to track your horses’ locations at a glance?”
 5. “Need to stay compliant without worrying about deadlines?”
 6. “Want more time for racing, not paperwork?”
 7. “Want your horses always race-ready with real-time health updates?”
 8. “Wish you could stay compliant without lifting a finger?”
 9. “Ready to seamlessly strategize race schedules?”
 10. “Want peace of mind when regulators come for a check?”
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Part 3: Final Step-by-Step Plan

1. **Website and Copy Overhaul for Equine MediRecord:**
 - **Action:** Use the symptomatic messaging for both pains and desires to refine the website’s copy, making it more relatable and vivid. Update with clear CTAs, testimonials, and product benefits.
2. **Organic Instagram Content:**
 - **Action:** Create posts and reels using **symptomatic messaging** that appeal to core pain points and desires. For example, post content around how the software simplifies record-keeping or stress-free race planning.
 - **Goal:** Engage horse owners, trainers, and regulatory bodies by addressing their daily struggles and offering solutions that drive trust and credibility.
3. **Testing Core Statements:**
 - **Action:** Design simple graphics in Canva with each **core statement** (both pain and desire). Run A/B tests with plain backgrounds to isolate which message resonates most.
 - **Channels:** Use Instagram ads and Facebook ads to test these headlines, measuring CTR and engagement rates.
4. **Funnel Development:**
 - **Top of Funnel (TOFU):** Use Instagram organic content to build awareness with engaging posts around pain points/desires. Focus on stopping the scroll and encouraging profile visits.

- **Middle of Funnel (MOFU):** Encourage interactions by promoting **free demos** or informative content on how to streamline compliance and health management.
 - **Bottom of Funnel (BOFU):** Use results from the Instagram ads and organic posts to retarget users with personalized CTAs like “Book Your Demo Now” or “Automate Your Horse Records Today.”
5. **Refine and Scale:**
- **Action:** After testing, double down on the **winning core statements** and scale them across additional channels (email, LinkedIn).
 - **Optimize:** Continuously track which core pain/desire statements perform best and tweak future messaging based on audience engagement.

By following this plan, you will be able to test the messaging that resonates best with your audience, refine your strategy, and grow both Equine MediRecord’s Instagram presence and lead generation.

Ad 1: Focus on Pain Point

Step 1: Identify the Core Pain Point

- Pain: **Managing horse health records manually is tedious and time-consuming.**
- This is the most pressing issue for your audience. They are frustrated with how much time they spend on administrative tasks instead of focusing on racing or training.

Step 2: Write the Headline

- Your headline needs to immediately address the pain and grab attention.
- **Example Headline:**
"Tired of Spending Hours on Horse Health Records?"
- **Why This Works:** It directly taps into the frustration of your target audience and offers an implied solution. The question format invites engagement by resonating with their struggle.

Step 3: Craft the Ad Copy

- **Problem Statement:**
"Managing horse health records manually is overwhelming and stressful. Switching between systems, dealing with paperwork, and missing key updates can leave you feeling like you're constantly behind."
- **Solution:**
"Equine MediRecord takes the hassle out of compliance and health management by organizing everything in one place. Get real-time updates, track medications, and stay on top of regulations effortlessly."
- **Call-to-Action (CTA):**
"Get a free demo today and spend less time on paperwork and more time on what matters."

Step 4: Visual or Image

- Use a **before and after comparison**:
 - The "before" image can be a chaotic desk with stacks of paper, representing manual horse records.
 - The "after" image can be a clean, organized digital screen, showing a simplified dashboard.

Step 5: Finalize the CTA Button

- Use a simple, direct CTA like:
"Get Your Free Demo" or "Save Time Today".
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Ad 2: Focus on Desire

Step 1: Identify the Core Desire

- Desire: **Simplified compliance and stress-free horse health management.**
- Your audience dreams of having everything streamlined and easily accessible. They want a solution that lets them manage their horses' health with ease and confidence.

Step 2: Write the Headline

- Focus on the positive transformation that the software can deliver.
- **Example Headline:**
"Want to Simplify Your Horse Health Management?"
- **Why This Works:** It promises ease and efficiency, focusing on what the audience desires—simplicity and control over their horse health records.

Step 3: Craft the Ad Copy

- **Desire Statement:**
"Imagine having all your horses' health records, medications, and race schedules in one easy-to-use system. No more paperwork or last-minute compliance worries."
- **Solution:**
"Equine MediRecord helps you stay compliant, get real-time updates, and manage everything from one place. Stay race-ready and focus on what matters most—racing."
- **Call-to-Action (CTA):**
"Get started with a free demo today and take the stress out of managing horse health records."

Step 4: Visual or Image

- Use an image of a **racehorse in peak condition**, with overlay text saying something like:
"Ready for the next race with real-time updates".
- This reinforces the **desire** of having everything in control and the horse ready for competition.

Step 5: Finalize the CTA Button

- A CTA that emphasizes ease and benefits, like:
"Start Your Free Demo" or **"Simplify Your Management Now"**.
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Final Tips for Both Ads:

1. **Keep It Simple:** Facebook users scroll quickly, so make sure your copy is short, direct, and clear.
2. **Strong Visuals:** Choose images or visuals that resonate emotionally with your audience (either showing frustration for the pain ad or showing success for the desire ad).
3. **Use Symptomatic Messaging:** Focus on **symptoms of frustration or desires** that are specific and relatable.
4. **Follow the Facebook Guidelines:** Keep text overlays on images below 20% for maximum reach.

By focusing on both a pain point and a desire, you're covering two sides of your audience's mindset—**those seeking to fix a problem and those looking for improvement**. This approach allows you to engage different segments of the market effectively.

Recommended Facebook Ad Pricing Model:

Given your objective and audience, here's a breakdown of the ad models and their compatibility:

- **Cost per Click (CPC):** You pay only when someone clicks on your ad. Since your target audience may need more time to consider the SaaS solution and visit your website or book a demo, CPC is ideal. You want to drive action (clicks) from your ads, particularly if you're emphasizing a free demo offer. You will also get better insights into engagement levels based on clicks.
- **Cost per Acquisition (CPA):** This would be the best option if you want to focus on conversions, such as booking demos or signing up for trials. CPA is ideal when you're confident in your funnel's ability to convert leads who click into actual clients. It's a bit more costly but more targeted toward high-intent actions.
- **Cost per Mille (CPM):** This model charges based on impressions (every 1,000 views). Given that your audience is fairly niche and problem-unaware, CPM might be less efficient for your goal. You want to capture specific leads rather than casting a wide net for impressions.

Best Fit for Your Scenario:

- **CPC:** Start with a **CPC model** to drive qualified traffic to your site or demo page. Since your ads highlight the urgency and exclusive benefits of compliance, you want users who click to engage further.
- **CPA (as secondary):** Once you have optimized your funnel (e.g., after testing with CPC), consider switching to **CPA** to pay only for actual conversions, such as demo sign-ups or inquiries.

Why CPC is the Best Initial Choice:

- **You're targeting professionals** who may take more time to consider purchasing, but clicks indicate interest.
- **Ad copy is designed to drive engagement** with phrases like "Get Your Free Demo Now."
- **Immediate action:** Your ads speak directly to pain points that may prompt users to click and learn more.

You can test both CPC and CPA to see which yields better results over time, but starting with CPC will give you the flexibility to measure initial engagement and optimize.