

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Commercial Cleaning and Hygiene Products

Business Objective: Get more attention from domestic consumers.

Funnel: Paid Google Ads → Landing Page → CTA.

1. Why Not Organic search? Low online presence. Won't be the first choice, unless shoved into customers face via ads
2. Why Not Social Media ads? Should be considered. ROI may initially take too long, unless there is a proper online / global sales pipeline.
3. Why Not B2b? Already established, could be approved upon, not the purpose of this copy

Market Research:

Commercial products are assumed to be held to a higher standard due to government regulation in industries like restaurant and medical care facilities. If its purpose is to be used in commercial sites full of dirt and grim, it can clean your house pretty well. Regular products are pumped through advertising with business' profit as its primary focus, while commercial products have to be used in places where hygiene standards have to be met.

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a) Individuals who have a commercial problem rather than a household one
- b) People who have used household products that have failed them
- c) Cannot afford a professional cleaning team and are willing to do it themselves.
- d) *"very knowledgeable", "I phoned for help about a specific cleaning related problem and Julie was not only keen to help, ..." "helpful and prompt service"*
People who have a problem that don't know the solution

2. Where are they now?

- a) Pain State
 - i) Surrounded in filth, searching for a solution.
 - ii) Disappointed by their household products
- b) Desired State
 - i) Surrounded in a clean and stress free environment
 - ii) Now know where to go for cleaning products,

3. What do I want them to do?

I want them to be aware of the vast range of cleaning products and delivery services that are provided by my client.

Things in the way of this are:

- a) Customers have fears if the product or service will be provided
 - i) *"Both my brother and partner have had problems with cleaning supplies. Not being able to find any, very expensive, long delivery times or just don't turn up."*
 - ii) *"Despite the Covid pandemic frenzy, they promised & they delivered. An excellent honest, trustworthy organisation"*
 - iii) *"the full range of everything I need is always in stock"*
- b) Customers fear whether the product will arrive in time
 - i) *"thank you to Julie and your team for excellent customer service that saved our sports day."*
 - ii) *"Thank you so much for your prompt delivery, the items arrived within two hours of ordering."*

- c) Cost does not seem to be much of an issue as long as products are *“great value for money,”* and *“products very well priced”*. , this will be out of my hands and dependant on the client
- d) Belief in the idea
 - i) Vast product range gives multiple choice
 - ii) customer support finds the solution from the product range for you, *“Excellent service and brilliant quality products”*

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) How Will I Get Their attention?
 - i) Social Proof, word of mouth
 - ii) Demonstrating products in use and its superiority to household alternatives
 - iii) Elaborate on technologies used in products
 - iv) Improve website, improve UI,
 - v)
- b) How will i increase specific levels
 - 1) Cost Level
 - i) Explaining the types of chemicals in their products and what they do.
 - ii) Increase the perceived value of the product by stating how much have previously sold
 - 2) Belief level
 - i)
 - ii) Show products for their specific use cases. Bad Smell? Use odour remover
 - iii) Demonstrate real world usages of their products.
 - 3) Trust Level
 - i) Social Proof
 - ii) Provide anecdotes of people in the same scenario and how their problem was solved
- iii) Large warehouse shows sunken costs, Client has got here somehow and is here to stay.
- c) How will I bring down perceived costs and thresholds
 - 1) Cost
 - i) Products at wholesale price, no need to pay extra retail handling fees

2) Belief Threshold

i) Explaining the types of chemicals in their products and what they do.

iii) Demonstrate real world usages of their products.

3) Trust Threshold

i) Live support / easy support access. Helps remove anonymity

ii) Promote Physical Location, "Don't feel safe buying online?

Collect in store today!"

Commercial Cleaning and Hygiene Products: Marketing Copy Draft

Objective:

Increase awareness and drive sales from domestic consumers by leveraging the brand's established reputation for quality and reliability in commercial-grade cleaning products. The focus is on positioning these products as superior solutions for household cleaning, highlighting prompt delivery, wide product range, and excellent customer support.

Headline:

"Transform Your Home with Commercial-Grade Cleaning Power – Products That Exceed Household Standards."

Sub-Headline:

"If it can handle commercial grime, imagine what it can do for your home. Discover the difference today."

Introduction Paragraph:

Your home deserves the same level of cleanliness and hygiene as a hospital or restaurant. That's why we offer commercial-grade cleaning products to domestic consumers. Trusted by industries where hygiene isn't just a preference but a necessity, our products go beyond standard household cleaners. Whether you're frustrated by ineffective home products or simply want a more professional solution, we've got you covered.

Pain Point Addressed: Failing Household Cleaners

Subsection 1: Why Household Cleaners Are Letting You Down

Household products are often created with profit in mind, not performance. They're marketed with flashy ads, but when faced with tough grime or stubborn stains, they fail to deliver. If you've tried every household cleaner on the market and still aren't satisfied with the results, it's time to upgrade to the same products trusted by professionals.

Key Line:

—“Commercial-grade products are held to higher standards—when your home needs a deeper clean, our products rise to the challenge.”—

Trust Section: Proven Track Record & Social Proof

Subsection 2: Proven Solutions Backed by Real Customers

Our cleaning products are trusted by hospitals, restaurants, and businesses where cleanliness isn't just important—it's legally required. And for good reason: we deliver. But don't just take our word for it—hear from real customers who've made the switch from regular household cleaners to our commercial-grade solutions.

- “Just had my order delivered. The quality is top work. Over the moon with the outcome of all the products.

James and izzy and the team very kind and friendly, family run business. Will definitely be using these guys for future work clothes and will highly recommend to anyone wanting it doing.”

- “Excellent service.. Been using these guys for a number of years now... Family run business, with excellent customer and support service..”

****Call-to-Action (CTA):****

—“Don't settle for less—try our commercial-grade products and see the difference for yourself.”—

→ ****Shop Now****

→ ****Get FREE Delivery on Orders Over \$50****

Addressing Customer Concerns: Why You Can Trust Us

Subsection 3: Fast, Reliable Delivery

Worried about long wait times or delays? We understand how important it is to get the right products when you need them. That's why we offer same-day dispatch and delivery tracking so you know exactly when your order will arrive.

- "Thank you so much for your prompt delivery—the items arrived within two hours of ordering!"_

Subsection 4: Quality and Affordability—A Rare Combo

While our products are designed to meet stringent commercial regulations, that doesn't mean they'll break the bank. We offer wholesale prices directly to you, so you save on retail handling fees.

- "I've found the products to be great value for money—quality at a price that makes sense."

Creating Desire: Why Commercial-Grade Products Work Better

Subsection 5: How Our Products Work for You

Our extensive range of cleaning supplies is designed for specific problems. Need to tackle stubborn odors? Our odour remover is up to the task. Have grease that just won't budge? We have the heavy-duty degreaser you need. With each product backed by scientific formulation, you can be confident it will work.

- _"Everything I need is always in stock—no need to compromise on quality."_

Building Trust: Easy Access to Support and Solutions

Subsection 6: Need Help? We're Just a Phone Call Away

If you're not sure which product is best for your cleaning challenge, our customer service team is here to help. We're ready to offer expert advice and support so you never feel like you're on your own.

- "I phoned for help about a specific cleaning problem, and Julie was incredibly knowledgeable and helpful." -

Subsection 7: Prefer to Shop in Person?

Not comfortable buying online? No problem! We have physical locations where you can browse our full product range and get personalised recommendations. You can even place an order online and collect in-store—whichever option works best for you.

Final CTA: Take Control of Your Home's Cleanliness with Commercial-Grade Products

You deserve a clean, stress-free environment—without the hassle of using subpar cleaning products. Our commercial-grade products are designed to handle even the toughest cleaning tasks, so you can enjoy a spotless home with less effort.

Try our products today and experience the difference for yourself.

→ Shop Now

→ Visit Our Store

Social Proof Section (Footer):

“Excellent service and brilliant quality products. I'll never go back to regular cleaners again.”

“Prompt delivery, great prices, and a wide range of products—what more could you ask for?”