Business Type: Premium short-term housing solutions

Business Objective: Get new clients in a new segment - B2B

Funnel: FB paid ads (targeting both high intent – active searchers, and passive – feed scrollers)

WINNER'S WRITING PROCESS

Who am I talking to?

Corporate travel managers or travel coordinators from mid-to-large companies across various industries in Israel. They are responsible for booking **group accommodations** for their employees who travel for **business events, conferences, training programs, and retreats**.

Where are they now?

They are at work, actively searching for accommodations for their upcoming corporate trip. This could be for a **seminar, a training course, or a team-building retreat**. Some may also be passively scrolling through their **Facebook feed** on their phone, either casually or while multitasking.

What are their levels?

- **Desire level: 7/10** – They are under pressure to find **reliable, consistent accommodations** but have faced challenges in the past. They may have **over-budgeted** or been disappointed with previous bookings.
- **Belief level: 8/10** – They know that good, reliable rentals exist and have experienced them. However, these rentals are often limited to **one or two locations**, forcing them to go through the frustrating search process again when their company's travel plans change.
- **Trust level in [company name]: 0/10** – They have likely never heard of **[company name]**, so **trust needs to be built from scratch**. They will be skeptical about whether this service can deliver what it promises.

Dream state

Their ideal solution is a **centralized platform** with a **personal manager**, where they can book accommodations across multiple cities in Israel. They want access to a **wide variety of apartments** that meet their company's high standards, including **fast Wi-Fi**, **high cleaning**

standards, **central locations**, and **easy access to parking**. They dream of a **Booking.com-style platform** for corporate needs, but with personalized support and **consistency across locations**.

What will their biggest objections be to taking the desired action?

- **Previous bad experiences** with centralized services may make them wary of trying another similar service. They may believe that **centralized companies don't offer the same quality** as individual rentals.
- Concerns about **commitment** or the **hassle of switching providers**, especially if they're used to their current methods of booking.

Why should the reader stop what they're doing to read our copy?

The copy will hook them with a **direct pain point**—the frustration and wasted time of finding reliable accommodations for corporate travel. It promises to solve their problem by offering a **reliable, easy-to-use, and cost-effective solution** that addresses their need for **consistent accommodations across multiple locations**.

Why should they take action now, instead of later?

Building a **long-term partnership** with a reliable accommodation provider requires careful planning and preparation. By acting now, they can ensure their **upcoming corporate trips** are handled smoothly and that **future trips** are fully planned with minimal hassle. This includes a **smooth onboarding process** to ensure their company's needs are fully understood.

Why should the reader choose our service instead of a competitor's?

The goal of the campaign is to **collect leads**, with further closing handled by account managers through personal meetings or calls. **[company name]** stands out by offering a **combination of personal service** and a **centralized platform**, unlike competitors who may provide only one of these. We offer **national coverage** with the **personalized touch** companies need to feel confident about their bookings.

Where do I want them to go?

After reading the ad, they should be directed to a **form submission page** where they can:

- Enter their **contact information** (name, phone, email).
- Indicate their **urgency** (is there an upcoming trip that requires immediate booking?).
- Specify their **preferred callback time**.

This form will serve as a lead collection point for account managers to follow up and initiate **personal contact**.

What are their required levels after reading the copy?

- **Desire: 9/10** – They should feel excited and ready to engage with **[company name]**, believing it could be the **centralized solution** they've been looking for.
- **Belief: 9/10** – The ad should restore their faith in **centralized services** by highlighting **personalized support**, **reliability**, and **trusted partnerships**.
- **Trust: 5/10** – Presenting **trust-building elements** like badges of trust, client testimonials, or logos of well-known companies who've used **[company name]** should elevate their trust level.

What specific actions do you want them to take at the end of the copy?

They should be motivated to:

- **Fill out a form** for a callback, or
- **Call [company name]** immediately after reading to discuss their company's needs.

What do they need to see/feel/experience to take the action?

By the end of the copy, they should feel **excited and reassured** that **[company name]** could be the **solution** they've been searching for—a **reliable partner** for corporate housing that **understands their needs**. They should also feel **curious and intrigued** to learn more about the **personalized service** offered and eager to start the onboarding process.

Target Market:

The target market consists of **corporate travel managers** or **travel coordinators** from mid-to-large companies across various industries in **Israel**. These professionals are responsible for organizing **group travel** and securing accommodations for teams ranging from **5 to 20+ people** who travel regularly for **business events**, **conferences**, **training programs**, and **corporate retreats** throughout the year.

Key Characteristics:

- **Industries**: No specific industry focus, but companies in tech, finance, healthcare, education, and consulting are ideal due to frequent travel needs.
- **Geographic Reach**: Companies traveling to major cities across Israel, including **its key cities** and more, where The company offers managed apartments.
- **Travel Frequency**: Regular trips throughout the year for various business occasions.
- **Group Size**: Typically handles bookings for groups of **5-20 people** or more.
- **Accommodation Preferences**: Seeks **value for money**, preferring **premium services at fair prices**, including fully furnished apartments with **Wi-Fi**, **workspaces**, and group-friendly environments.
- **Pain Points**: Consistency in accommodations, staying within budget, simplifying group travel logistics, and avoiding last-minute complications.
- **Decision Makers**: Typically **travel managers**, **HR departments**, or **office managers** tasked with handling company-wide travel needs.

What They Value:

- **Consistent quality** and **reliable service** across multiple locations.
- **Cost-effective** solutions for group bookings compared to hotels.
- **Simplified booking processes** with dedicated customer support.
- A long-term partnership that makes managing multiple trips and team bookings **hassle-free**.

This market is looking for a **trusted partner** that offers flexibility, reliability, and ease in managing corporate travel accommodations across **Israel's major cities**.

First draft

Headline: Simplify Your Company's Travel with Reliable, Cost-Effective Apartments Across Israel

Body:

As a **Corporate Travel Manager**, finding consistent, budget-friendly housing for your team is key. At **[company name]**, we offer fully managed apartments across Israel's major cities—**Tel Aviv, Haifa, Eilat, and more**—ensuring your team always has a comfortable, reliable place to stay.

What you get:

- Save **money on group bookings** compared to hotel rates

- Consistent, premium apartments with **high-speed Wi-Fi** and **meeting spaces**
- **24/7 personal support** and flexible policies for last-minute changes

Join leading tech companies who trust **[company name]** for their corporate travel needs. **Book today and get __% off** your first stay!

Second Draft

Headline: Tired of Unreliable Corporate Housing? Here's a Better Way.

Body:

Managing corporate travel is stressful when housing is inconsistent and over budget.

But what if your team could enjoy **premium apartments** across **Tel Aviv, Haifa, Eilat, and other cities**, with no surprises?

At **[company name]**, we provide **fully managed**, corporate-ready apartments in Israel's key cities, ensuring **consistent quality**, **high-speed Wi-Fi**, and **group-friendly spaces**.

Our **direct management** guarantees a smooth, personalized experience for your team every time.

Trusted by global organizations such as Homes & Villas by Marriot International, British Embassy Israel and Intel.

Across Israel, we offer a **cost-effective alternative** to hotels, ideal for corporate groups needing comfort and convenience.

Ready to discuss how we can simplify your company's travel?

Book a consultation today and see how [company name] can become your trusted corporate housing partner.