

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Marketing Agency for ecommerce

Business Objective: Draw more attention to their media

Funnel: Paid Ad or Organic simple DM funnel

WINNER'S WRITING PROCESS

1. Who am I talking to?

Businesses owners. Ecommerce

2. Where are they now?

They need to get more traffic to their website/ customers to buy their products.

Passive attention

Starting Interest: 2/10

Belief in Marketing Agencies: 2/10

Trust: 2/10

Current state:

- a. Their PPC cost is too high
- B. their email campaigns are not working
- C. Getting unqualified visitors on their website SEO
- D. The website is not looking trustworthy

Dream state:

Have to show with images or text that you can fix the above problems.

3. What do I want them to do?

Click on the Free growth plan

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?

Example for the Ad.

What makes them stop scrolling?

- a. Face and name on the ad of a Marketing expert. Starts to build trust.
 - b. Unlock success. Key word (showing dream state with words) with X type of marketing
 - c. Register for a conference offer
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- a. They are showing the dreamstate in words (all time highs in sales)
 - b. Making an offer of a free proposal
 - c. Logo with the award
 - d. Contrast in the CTA button

What makes them click?

- a. Increasing desire with all time high sales statement

SmartSites is everything you need for your company's Digital Marketing. Blending performance with exceptional customer service, our PPC specialists are some of the best in the industry with a track record for growing successful businesses.

- ✓ Improve your ROI with scalable PPC marketing.
- ✓ Drive more organic traffic to your website.
- ✓ Get a beautiful website that wins customers.

With SmartSites, you get a company that acts as an extension of your own company. Contact us today!

We look forward to hearing more about your business!

- I. Increase desire. "We can take care of your digital marketing and help you grow your businesses"
- II. Increase belief in product. We can help increase ROI and reduce PPC and we offer high quality customer service and specialists. Increase traffic and website conversion rate.
- III. Increase trust. Big testimonial statement.

Offer dreamstate. Save you money, save time, why is it convenient?

b. CTA

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