

GOOGLE ADS REVIEW

ADS context

My client is a fresh mobile home company.

He only built one mobile home for himself.

Micah advised me to create a quiz funnel.

I use google ads to gain attention.

So, the ad redirects to the landing page, where besides cool features, company info etc. you could hit the "Find your ideal model" button with a 4 questions quiz.

After the quiz I will redirect the reader to a page about the ideal model and leave a free quote form.

I talked with AI about google ADS, but still I think I go through motions.

I checked top players and I still have thoughts that something isn't okay.

AI gave me a super general review, but I have tried.

So, can you review it, Captain?

Copy, keyword strategy and budgeting.

Thanks for your help, G.

WINNERS WRITING PROCESS

Everything also roadblocks etc. are here.

Who Am I Talking To NOW?

- Men or Women - woman
- Approximate Age range - 30-45
- Occupation - Florist (gardening services, etc.)
- Income level - 2k/m
- Geographical location - Poland, some big city like Warsaw

Where Are They At Now?

1. **Market awareness** - Solution aware(3)
2. **Market sophistication** - Market sophistication - I think that 3.5. This market in Poland is pretty new and unexplored.
3. **Current state** -
 - a. "Low budget"
 - i. "That is NOT affordable. Tiny homes should never cost that much."
 - b. Lack of things from the dream state like freedom, peace, quiet, and nature. She doesn't feel extraordinary. She HAS TO change something in her life!
4. **Dream state** -
 - a. She wants financial freedom and a better quality of life.
 - b. She wants to have a choice. She wants to have a freedom
 - i. "You decide what you want to build"
 - ii. "Freedom"
 - iii. "It's yours"
 - c. She wants to feel extraordinary. She is different from everyone else. She wants to fulfill herself.
 - i. "It's not about the tiny house. It's about living your best life and continuing to grow as a human being."
 - ii. She wants to feel this vibe of being alone with nature, reading books with tea.
 - d. She wants to simplify her life.
 - e. She wants to run away from her old life. She wants experiences.
 - i. "Peace and quiet".
 - f. She wants to feel and live fancy.
 - i. Minimalism.
 - g. She wants to be surrounded by nature. Peace and quiet.
 - i. "The appeal of a tiny home for me is to have it sit in the middle of nature, not smushed up against other tiny homes."
 - h. She wants to feel cared. She doesn't want to feel lost and alone.
 - i. "The competent and friendly staff helped me a lot at the stage of choosing a cottage."
 - ii. "The cooperation from the very beginning was 100%, at every stage we could count on help, advice and full professionalism.
We have had the cottage for three years now and you can always count on help
 - i. She wants to surround herself with competent people.
 - i. "She is interested in everything that is not necessary and does not know the answer to a specific question, which is a waste of time."
 - ii. "At this stage, I have only just received the offer and I am considering it, but I can honestly say that the offer is communicated very concretely, in

detail and in a clear, accessible way that even a newbie can find his way around “

- j. She wants to feel safe in her home.
 - i. “The quality of the cottages produced by this company is excellent, with everything planned and fine-tuned as required.”

5. **Roadblocks -**

- a. Tons of law knowledge gaps - It completely intimidates her.
 - i. “Everyone wants to buy a bungalow, but the regulations are so stupid that people are at loggerheads over which plot of land can be used for such a bungalow.”
 - ii. “Hello, I've started thinking about building. I'm reading up on what and how and where to start and I'm already lost. What's the deal with building without a permit, but with a mere notification. What is the difference between having to deal with the paperwork before the first shovel is thrown in? The only thing I know is that you can start any work faster with a notification and there is a limitation of the area, but what else? Please help me as to what you think is better.”
 - iii. Price knowledge gaps
 - 1. “I have absolutely no idea of prices at the moment. I assumed that I would compare several suppliers, but for the moment I am trying to make a list. I understand that it's all about load capacity, I'm after a frame for a summer house anyway.”
 - iv. They are afraid of security and comfort of the cottage
 - 1. “It's because they tend to lose value rather than appreciate, and because there's a lot of misplaced stigma attached to them. Some of them are not well built and have climate control problems or fall into disrepair quicker.”
MAIN OBJECTIONS - What about winter? What about moisture?
What about quality?
 - v.
6. **Solution/mechanism** - If they find a tiny home they like and they go through the processes necessary to buy that tiny home, then they will be able to reach dream state
7. **Product** -
Tiny homes, something like this.



a.

8. The product's strengths and weaknesses play into the value equation

a. Strengths

- i. Personal approach - small company.
- ii. They will do everything for you.
- iii. Easy webpage to contact. I mean, my design will have the best UX, I see some big mistakes in my competitors.
- iv. You could meet up with a owner and check this one project.

b. Weaknesses

- i. New in the market
- ii. Only one project in a portfolio

I explained my situation more in these Andrew's vials.

Where do I want them to go?

Tao of Marketing Levels

1. IS THE VALUE I'M GOING TO GET WORTH IT?

a. COST

i. Price

1. People pick tiny homes because they are more affordable. But this won't work, because his product is one of the expensive on the market.
2. I could just offer more, something like consultations, support etc. Lowering prices is gay.

ii. Effort

1. Generally, this is a HUUUGE problem. They are mainly afraid of law, home quality, everything!
2. I could create a process. Show that we will do everything for them.
3. Free consultation call after sending an email.
4. FAQ section to fix every roadblock. Show knowledge based on some certificates.

iii. Time

1. Home is building 4-5 months
2. Free consultation call after sending an email
 - a. A form will be super easy to use
 - b. We will explain a process.

iv. Sacrifice

1. Send an email to hop on a call - I think that this part is super clichy. I have the only idea to propose hours range.
2. Read page copy
 - a. I will add some buttons to scroll up to the main sections - contact and our homes
 - b. Copy will have many images, easy to read.
3. Also moving out will be a super sacrifice. New environment, new people etc.

b. CURRENT FEELING OF PAIN/DESIRE

2. DO I BELIEVE THE IDEA WILL WORK?

a. CERTAINTY THRESHOLD

i. Cost

1. This idea is super extreme. I mean, moving out etc. It looks super intimidating. I could only aikido it with huge identity plays, right?

ii. Personality

1. The owner will represent idea, he loves wood etc. Great store to increase belief.
2. Homes are build with wood. Super eco etc.

iii. Guarantees

1. No guarantees. Only free call.

b. CURRENT BELIEF THE IDEA WILL WORK

i. Logic -

ii. Science or Credible resource - Certificates and materials list that are super high quality.

iii. Social Proof - Show we have a network and we know many people.

iv. Demonstration of results - Home demonstration, some gallery with examples.

v. How closely the product/service is my personal situation - Show empathy during the consultation call. I don't know all the questions, but the best idea would be if I could handle these calls.

3. DO I TRUST IN THE COMPANY/PERSON SELLING ME THIS PRODUCT?

a. TRUST THRESHOLD

- i. Cost - New company. How to aikido it? Show expertise in FAQ, a few blog posts.
 - ii. Personality - Show personal story of a owner.
- b. TRUST IN THE COMPANY/PERSON SELLING
 - i. Familiarity and personal experience with company/person - personal story + you could check home in person and meet owner.
 - ii. Social Proof - The biggest problem. No testimonials.
 - iii. Other person you trust vouches for them - The biggest problem. No testimonials.
 - iv. Primal Leadership Indicators - owner is a leader and he will lead you to your success
 - v. Official certification or qualification - we have high quality materials

Funnel

Google Ads => **Webpage** => **Send email or call us or quiz** => **Meet up(they need to see that home, right?)** => Sell

ADS

Keywords

Data from Google Planner Keyword(originally copy is in Polish, but I also translated them in GPT)

Keywords Provided by You	Search Volume	Trend	YoY Change	Competition	Ad Impression Share	Low Range CPC	High Range CPC
mobile homes	1K – 10K	0%	0%	High	—	0.48 PLN	1.30 PLN
year-round mobile homes	1K – 10K	0%	+900%	High	—	0.46 PLN	1.21 PLN
mobile home	1K – 10K	0%	0%	High	—	0.25 PLN	1.04 PLN

mobile houses	1K – 10K	0%	0%	High	—	0.49 PLN	1.24 PLN
------------------	-------------	----	----	------	---	-------------	-------------

Keywords I want to use - mobile home and mobile homes.

Mobile home because of the lowest CPC.

Mobile homes, because I want to test is there any correlation between plural or singular.

AI said that Google could include heading ID in my site url so I will be able to check if there is any difference in intent.

Budget

I said AI:

- I want to focus on mobile home and mobile homes
- 15 headings + 4 descriptions
- 40 clicks per each variation

It calculated, that I will need 1842 PLN. Error margin 20%, so it will be approx 2200 PLN.

It also said usually people have 2-5% conversion on forms.

So 2400 clicks(15x4x40) x 2% = approx 50 form fill ups.

So, my client will need to have 2% closing to sell that home.

Sounds solid for me.

So, I could pitch that I will generate let's say 40 leads for 2k ad spend, right?

Headlines

1. Eco-friendly Wooden Mobile Homes
2. Year-round mobile homes
3. Wooden Mobile Homes
4. Enjoy Freedom in a Mobile Home
5. Enjoy Freedom in a New Mobile Home
6. Mobile Home made of Top Quality Wood
7. Mobile Home - The Perfect Place for Recreation
8. Your New Mobile Home - Comfort and Security
9. Find Tranquility in a Wooden Mobile Home
10. Comfortable Mobile Home - Find Your Model
11. Comfort and Ecology - Your New Mobile Home

12. Wooden Mobile Home - The Perfect Place to Relax
13. Your Own Mobile Home - Comfort and Security
14. Find Peace and Quiet in a Wooden Mobile Home
15. Find Your Place to Relax - Wooden Mobile Home

Descriptions

1. Live in an eco-friendly mobile home that provides freedom and comfort all year round. Find your perfect model now!
2. Mobile homes made of the highest quality wood that provide comfort all year round. Check out the available models!
3. Choose a mobile home with certified wood. Comfort, safety, modern installations. Free quote!
4. Mobile home for all seasons. Energy efficiency, modern installations, full comfort. Find your model!