

MARKET AWARENESS & SOPHISTICATION LEVELS

QUICK MISSION - OZIDOZER

- **Identify the market awareness starting point for your funnel**

The market awareness starting point for my funnel begins LEVEL 2 of market awareness. This is due to the fact that most women who receive eyelash extensions experience the most common problems after getting their eyelash extensions done.

- **List out where you will take them through the remaining stages**

1. Call out their problem (eye irritation, lashes falling off etc) - via Facebook ad
2. Offer solution (getting treated by qualified techs with the best glue) - FB ad
3. CTA : Special offer of \$20 off a full set of lashes but I only have 12 spots left so click the “send message” button NOW to save a spot today!

- **Identify the market sophistication stage of your market.**

Market sophistication stage for my client who's running a lash and brow service would be Stage 3 - Market Tires of Claims.. This is based on the market research from Top players in the market and their reviews.

- **List out best moves available to you**

1. Level 2 (Problem Aware) Fb ad Calls out the reader's problem. Crank the problem out in the copy.
2. Relate with the readers about the problem and suggest a solution with stage 3 market sophistication: “the secret glue and lash application technique that provides maximum retention without the redness & clumpiness that you'd get elsewhere!”
3. Provide google?FB review images in the copy.
4. CTA : Special offer of \$20 off a full set of lashes but I only have 12 spots left so click the “send message” button NOW to save a spot today! -My client will then respond to the messages to book her clients into their calendar.

