

The Four Questions

1 - Who am I writing to? Who is my avatar?

Brad

21

5'11, black hair, beard

Grew up in Dallas, went to TCU, social chair at fraternity

Goes to class, works on fraternity stuff in spare time, needs to plan an upcoming formal trip and is new to this. Has to report to exec and the rest of the fraternity.

He wakes up, hurriedly gets ready and goes to class. During class he is getting bombarded with questions from exec. He has to plan a formal and is constantly thinking about that. After classes, he gets on his laptop and researches venues, hotels, destinations, etc. He looks at different travel planners and reaches out trying to find the best deal. He likes some because they have good artists but they are pricey. The ones in his price range aren't as good (venues, artists, etc).

He knows brothers will either complain it's expensive or complain it's not cool enough. He feels like he is stuck and can't make everyone happy. He goes to the gym to blow off steam and notices other greek students working out and thinks about how awesome their formals are. He wants to book an amazing trip but is frustrated that their budget just won't go far enough. He eats dinner and studies a bit, then goes to bed feeling frustrated about planning this formal.

2 - Where are they now? What are they thinking feeling? Where are they inside my funnel? Etc

Needs to plan greek formal trip, wants to make budget go as far as possible, wants it to be easy. At very beginning of funnel, possibly no knowledge of my client.

They are primarily thinking about making the trip exciting and one that people will talk about. They are frustrated because they feel their budget is not enough to book the trip that the members of the organization want. My avatar is the social chair (guy in charge of planning all this) so he's feeling pressure from his members and probably feels he has an impossible task. He is the target audience since he is the one making the decision for the fraternity on using my client.

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

Click on ad to go to client's page and learn more about his business; the primary goal of this ad is to get my client more leads for his high-ticket service.

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

Grab their attention with opportunity (not threat). They see a glimpse of the trip they want to book.

They get even more interested when they get a hint that it can happen in their budget.

They want to know how this is possible (capitalize on this and hint at explanation)

Call to action pushes them over the edge

Problem, Roadblock, Solution

Problem:

Need to book a trip for a college greek organization. Frustrated about their budget, they feel it's not enough to get their organization everything they want in the trip. They also don't know how to plan it, and want it to be simple and easy.

Roadblock:

Difficult to fit everything they want in their budget, also planning is difficult. Basically, the roadblock is the prices they are seeing are too high for their trip to happen on their budget.

The secondary issue is planning the trip itself (the details), but they likely already know they need to hire someone like my client for this (this is standard practice for fraternities/sororities). They value planners that make it easy (learned this reading testimonials of competition during market research).


Solution:

My client leverages his relationships with venues, hotels, etc to get cheaper prices than what it would cost to book without him.

The Ad:

Media:

Video linked below

 EE Insta Ad Video.mp4

Video is clips of a New Orleans trip my client booked for an organization (fraternity). Purpose of the video is for them to envision themselves in this event. It is also the exact type of travel event he wants to do more of.

Text:

Book an unforgettable trip your friends will talk about for months... on a budget your exec committee will actually approve.

Want to know how Event Experts has helped thousands of students book their adventure with zero hassle and within their budget?

Be known as the member who planned the most legendary trip your organization has ever seen.


Visit our site and find out how you can leverage our resources to make booking epic, show-stopping trips and events feel as easy as taking an open-book exam.

("Learn more" button standard in instagram ads)

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