

Copy Review Aikido - 17/12/23:

Note: This is an ad copy that I have used in one of my facebook campaigns for my client. This copy generated us about \$700-\$800 in sales in 2 weeks, but after that failed to generate us anything more.

After updating the website design, user interaction features like site speed, theme quality and other visual elements, I think that this product has the ability to generate a lot of sales as the website design, visual elements and quality also play a major role in the customer purchase journey.

4 Questions To Answer:

Who is reading this copy, who am I writing to?

- Home decor enthusiast and interior design
- Consumers Interested In high tech gadgets & smart lighting
- Consumers who need an innovative Early morning wake up Solution
- Consumers who are looking for modern Lighting/Lamps
- Consumers who want to switch to ambient lighting & have high tech benefits at the same time.
- Gamers who want different lighting modes for aesthetics (potentially streamers, youtubers as they would need there background to look fantastic)

Where are they now? What are their problems?

The reader right now is in search of his ideal product which can enhance his status in his family and loved ones while at the same time having convenience and low prices with the highest quality product.

The reader right now is looking for a product that gives him a warm morning, a device that can be connected to his phone while he watches or listens to podcasts, youtube videos and more.

The reader is looking for another possible product that he can use to wirelessly charge his mobile phone, Air pods and other devices which can be charged wirelessly.

While in search of this ideal product they face:

- High shipping rates.
- High product costs.
- Little or no convenient features in the product (The product is boring & lacks innovation).
- They face products that feel and look cheap but still have high costs.
- The features they are looking for may require them to make multiple purchases, which means each purchase may get him 1 of the features he is looking for.

What action do I want them to take? What is the objective?

The Objective for this Ad copy is to make the reader click on the link and drive them towards the Product page where they purchase the product. (ad is optimized for purchase).

What do they need to think, feel, and believe to take action?

This ad copy followed with the video ad is supposed to showcase the advantages of having this product. It needs to showcase to them how this product solves 4-5 different problems with one purchase.

This product is a solution for number of things:

- If they need an alarm clock, it has it.
- If they need ambient lighting, this product has it with 256 different lighting modes.
- If they need a bluetooth speaker, this product has it
- If they need a wireless charger, it has it.

If bought separately these products will cost between 150-200 dollars or more, and these are only 4 of the main convenient features this product has.

So this ad copy is meant to amplify their desire, through visual sensory language showcasing them a picture of how this product is a solution to a number of their problems.

Readers Road Block:

The reader's main roadblock may be that they have not purchased from this website before and a purchase of 95 CAD still may come as uncertain to them as there's a lot of scam on the internet.

The 2nd roadblock that the reader may face is the uncertainty of the quality of the product. They are unsure about the quality of the product because they have not purchased from this website before.

Reader's solution:

The solution to this will be given to them on the page's footer where they can check out reviews from other customers who have previously purchased the product. They can assure them that the product is of good quality (the review contains images as well) and the site can be trusted.

The use of various trust badges including the 30 day money back guarantee will also help persuade them to buy the product as if they are not satisfied with the product, then they can get a full refund and the product return shipping cost will be on us.

Self analysis:

While this still being an improved version of my previous copy, It still may come out as more general in terms of interest targeting on meta. As I'm targeting different interests which may or may not have a direct correlation with one another.

So to improve this copy I've thought of customizing them further in terms of the ad interest I choose. For example, I am going to choose 5 different ad interests.

Which includes home decor, Gifts for you, Home cinema etc. So I need to tailor this copy to specific interests and create 5-6 different versions of it with slight changes so it targets the Interest accurately.

While doing that the sensory language and Intrigue can be enhanced by putting in CTA and fascinations lines on primary text that showcase urgency as this the holiday season.

AD COPY:

It's time to upgrade your decor with smart technology 🌐 ✨

Introducing the 6-in-1 Intelli Sunrise Smart Lamp:

🔊 Built-in Bluetooth Speaker: Dive into your movies & podcasts while enjoying lighting customizable to your liking.

🕒 Sunrise Smart Clock: Wake up naturally as the lamp mimics the sunrise, Paired with soothing sounds for a peaceful wake-up.

💡 256 Light Modes: Set the perfect ambiance with a variety of dynamic lighting options.

🔌 Wireless Charger: Cut the cords! Charge your phone, AirPods, and smartwatches wirelessly.

📱 App and Manual Control: Seamlessly control the lamp through the app or manual buttons.

☎ Effortless Communication: Answer calls directly through lamp with its built-in mic.

☀ Modern & minimalistic design, adding elegance to any space.

Upgrade your space effortlessly with the 7-in-1 Intelli Sunrise Smart Lamp.

Shop now! 🌐 ✨ (link)

