

Context

So i am trying to sell for the business i work with the stock items they have they are mostly household items and the only way i can do that is by ig and fb, i made them previously 2k in profit marketing in whatsapp to the client they already worked with and now they told me to move to the ig and fb.

Market Research

What kind of people are we talking to?

Woman in their 30-45 years old they mostly will be housewives, income level between 300-500 jds which is like 422-705 dollars, in my area local business

Painful Current State

The most painful thing is getting judged by their mother in law and get yelled at by their husbands for paying so much on house stuff, they are angry about the cheap things that are overpriced (scams), top frustrations are being a failure in their mother in law eyes, they are impressed about the their kitchen tools being burnt and not chec

Desirable Dream State

They would have the perfect kitchen tools that will make other people that visit them jealous and talk to others about how organised and cool their tools are, they are trying to impress mainly the husbands family in general, they desire mostly compliments from their husband and how proud the husbands are of them.

Values and Beliefs

They think about anthem selves as a disappointment for their husbands
They blame the markets and how trash their products are
They tried and failed cause there is now place near them selling good quality tools
From the quality and the features of the product
a few mid stores near them that sell a slightly better quality items
How clean and organised the other person is and them selves

4 questions

Who am I talking to?

Answered up

Where are they?

They are scrolling down instagram and fb searching for the best quality product

Where do I want them to click and go?

I want them to call or email us mainly or dm us

What are the steps to get them there?

1. The steps are good image to attract them
2. A good copy that hit there pain or desiree or both
3. Tease them a bit to let them want to learn more
4. Eventually call us and sell to them their dream

Copy

Facebook version:

Hello,👋 Are burnt kitchen tools causing you headaches? Worried about kitchen judgments and family dinner feedback? We get it! 😊

Say hello to the solution – our brand-new spatula! ☀️ Engineered to handle up to 220°C with ease.

Imagine being the envy of your friends with the coolest spatula in town. 😊 Don't let this opportunity slip away – place your order now! 🚀

To secure yours:

📞 Call us at

✉️ Email us at

P.S.: Act fast, we've got less than 15 pieces left! ⌚

#KitchenEssentials #HomeCooking #SpatulaLove #FoodieFavs #KitchenInnovations
#LimitedStock #OrderNow

Instagram version:

Hey there! Ever found yourself frustrated by burnt kitchen tools? Worried about what your mother-in-law might say, or your hubby getting grumpy over slightly singed dinners? 😊

Well, worry no more! ☀️ Introducing our brand-new spatula! 🔍 It's your kitchen superhero, handling up to 220°C like a champ.

Imagine having the coolest spatula in your friend group, making everyone just a little jealous. 😊 Don't miss out – order yours now! 🚀

To snag yours:

📞 Call us at

✉️ Email us at

P.S.: Hurry, we've got less than 15 pieces left! ⌚

#KitchenMagic #CookingInStyle #SpatulaSolutions #KitchenGadgets #FoodieFinds
#MustHaveKitchen #CookingJoy #LimitedStock #OrderNow



