

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Real estate agency

Business Objective: get home buyers/sellers to choose their particular agency

Funnel: paid ads/organic growth + Google ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Man and women (30-65)
- b. People trying to sell or buy an apartment/house

2. Where are they now?

- a. Google searching for an agency
- b. Scrolling on social media platforms
- c. Level 3 market aware - they know about the problem of selling/buying a property, they know about the solution a.k.a. Real estate agencies, but they don't know about the product a.k.a. Particular real estate agency - Opereta
 - i. Crank up urgency, scarcity, social proof, pain/need/desire, risk mitigation, etc.

- d. Level 5 market sophistication - market is tired of everything
 - i. Present a new offer that makes it seem incredible "Open the doors with the keys in your hand to your new home within 30 days. Don't believe it? Challenge us."
 - ii. Create a luxurious and personalized experience for the clients
 - 1. Welcoming them to their office with a coffee and cold appetizers and/or a shot of sweet liquor
 - 2. Ask them about their specific needs to the tiniest detail
- e. They're afraid that they might have a bad experience
 - i. uzela je moj br. mobitela da ce mi se javiti netko od posrednika ali niti ona, niti bilo tko od drugih agenata nije zvao
- f. Dream state:
 - i. Sve pohvale njemu i njegovoj profesionalnosti, ljubaznosti, susretljivosti i javljanju na telefon i vikendom!
 - ii. Sve su nam pojasnili, korak po korak.

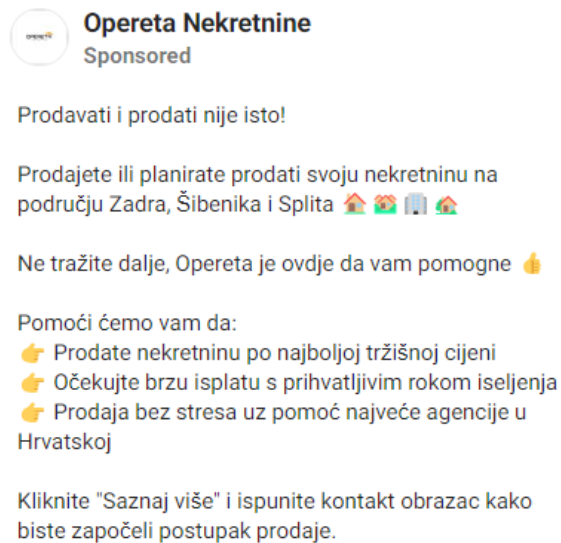
3. What do I want them to do?

- a. Click on the link on the website
- b. Get their attention on social media
- c. Get them to click on the ad
 - i. Get them to the website
- d. Stay on the website
- e. Book a call or a meeting with the real estate agent

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. Click on the link on the website
 - i. Good SEO
 - 1. Using the buzz words like
 - a. **nekretnine na prodaju**
 - b. **nove nekretnine**
 - ii. No Google ads
- b. Get their attention on social media
 - i. Using their watermark over the images of the real estate
 - ii. Videos of penthouses for rent
 - iii. Videos of high-end real estate for rent
 - 1. Boosted credibility since it shows that high-end clients are working with their agency
 - a. Improvement: better copy, better videography and video editing
 - iv. Videos of their real estate agents
 - 1. Presenting their expertise

- a. improvement: Tate-like videos where the agent is walking through a property and explaining their expertise
- v. Using borrowed authority from local news company
- vi. Offering value by teasing the dreamstate of how to negotiate the price
 - 1. [Index.hr](https://www.index.hr) razgovarao je s našom Martina Mataić Škugor na temu kako se cjenkati za stan? Pročitajte cijeli članak i saznajte nekoliko trikova za spuštanje cijene!
- c. Get them to click on the ad
 - i. Using banner-type of image with text and design
 - ii. Relatable hook - Prodavati i prodati nije isto!



Opereta Nekretnine
Sponsored

Prodavati i prodati nije isto!

Prodajete ili planirate prodati svoju nekretninu na području Zadra, Šibenika i Splita 🏠🏡🏢🏠

Ne tražite dalje, Opereta je ovdje da vam pomogne 🍷

Pomoći ćemo vam da:

- 👉 Prodajte nekretninu po najboljoj tržišnoj cijeni
- 👉 Očekujte brzu isplatu s prihvatljivim rokom iseljenja
- 👉 Prodaja bez stresa uz pomoć najveće agencije u Hrvatskoj

Kliknite "Saznaj više" i ispunite kontakt obrazac kako biste započeli postupak prodaje.

- 1.
 - a. The ad gets the clients to a sales page of the office of a particular city
- d. Stay on the website
 - i. Attractive real estate images
 - ii. Aesthetic website
 - iii. A form for the clients to fulfil based on their needs so they can get the most relevant results for their search
 - 1. Makes them feel like they are special with the personalized approach
 - iv. Personalization by offering an option to create a profile on their website
 - v. A slide show of highlighted real estate properties that might interest clients and get them to explore their options
 - 1. Boosts credibility if the properties look luxurious
 - vi. CTA button calling for exploring the entire selection of properties
 - vii. Offering a 360 virtual walk-through feature for the real estate which is attractive to clients
 - viii. Section of the real estate that's for sale
 - ix. Reviews
 - x. "Why choose us?" section

1. "The biggest selection of real estate"
 2. The fastest buying process
 3. Numerous and experienced agents
 4. Excellent communication
- e. Book a call or a meeting with the real estate agent
- i. CTA button when you are looking at a specific real estate
 - ii. Picture of the real estate agent
 - iii. Multiple pictures of the real estate
1. Improvement: pictures from a better angle

DRAFT

META AD FUNNEL:

Preuzmite ključ u ruke i otvorite vrata svog novog doma u roku od 30 dana. 🗝️👉

Recite nam svoje želje kod kupnje nekretnine do najsitnijeg detalja i pokazat ćemo Vam korak po korak kako ćete doći do svog novog doma.

Bez skrivenih koraka i papirologije za koju mi brinemo do zadnje stranice.

Ako ćete ipak imati nejasnoća, naši agenti su na raspolaganju čak i vikendom tako da mogu prepoznati u trenu točno kakvu nekretninu želite.

Ne vjerujete da je ovo sve moguće u 30 dana?

Imamo toliko iskustva sa zadovoljnim klijentima da se ne bojimo niti jednog izazova.

CTA → IZAZOVITE NAS.

Video of Wiz Khalifa opening the doors to his crib/similar animation

- Pattern interrupt
- Borrowed authority
- Stops the scroll
- Gets them interested



TRANSLATION:

Take the key in hand and open the door to your new home within 30 days. 🗝️👉

Tell us your desires when purchasing a property down to the smallest detail, and we will show you step by step how you will get to your new home.

No hidden steps or paperwork that we take care of up to the last page.

If you still have any uncertainties, our agents are available even on weekends so they can instantly recognise exactly what kind of property you want.

Don't believe that all this is possible in 30 days?

We have so much experience with satisfied clients that we are not afraid of any challenge.

CTA → CHALLENGE US.

SALES CALL

- Story
- Best customers
- How they're currently marketing
- How well it's working
- What's your goal revenue/customers

- How much is it now
- What's your dream
- How much can you handle?
- What did you try in the past?
- Why did it work/didn't?

TACTICS

- Koji Vam je trenutni cilj?
 - Je li to prikupljanje leadsa za agente?
 - Prodavatelji kuća?
 - Iznajmljivači?
 - Nešto drugo?
- Pratite li linkove za promet?
 - Specifično za svaku objavu?
 - Samo na oglasima?
- Koje metode vam pomažu da ostvarite trenutni cilj
 - Meta ads?
 - SEO i direktni promet?
 - Društvene mreže?
- Video testimonials from happy clients in their new luxury home
 - Possibly for an ad
- Blogs for SEO
- Why do home sellers/buyers choose us?
- Newsletter

Current state - no house

Dream state - house

Roadblock - can't find a house they like within their budget

Solution - getting in touch with someone who has a spectre of houses that sell that the target market wants and is withing the budget

Product - real estate agency