

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Vehicle engine oil changers

Business Objective: Change engine oil

Funnel: Facebook ads

WINNER'S WRITING PROCESS

- Who am I talking to?
 - People scrolling on facebook
- Where are they now?
 - On their news feed
 - Likely have low desire
 - Mid levels of belief in oil changes, most people know they're beneficial but don't spend much time thinking about them.
 - Low trust, many people have had bad experiences when taking their cars into garages.
 - Current state: potentially been thinking about needing an oil change (low levels of anxiety) or may not have thought about it at all.
 - Dream state: post oil change, one less thing for them to worry about. Anxiety relieved.

- What do I want them to do?

- Stop scrolling and read ad.
- Click link
- Experience some kind of emotional connection with the ad.
- Book an oil change.

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

- They need an emotional reaction – fear/anxiety that something bad will happen if they don't get an oil change.
- Seeing reviews from other people always helpful
- Colour contrast for attention grabbing.
- Highlight positives – price/convenience/safety.
- CTA

DRAFT

- \$15 off if they book today.