

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Perfume

Business Objective: Make a “Hook” for the social media consumers and get more clicks on the business website link within 30 days. Aim to get at least 1000 clicks. More clicks, more chances that someone will purchase the product.

Funnel: Via Instagram

WINNER’S WRITING PROCESS

1. Who am I talking to?

- A. With people who want to smell and look good
- B. Age range: 23-50
- C. With people who are looking for a fancy and magnificent gift to their loved ones
- D. Income level: 3000 - 10 000 euro

- E. Gender: Female and male
- F. Geographic location: Lithuania
- G. Occupation: All activities that bring mid or high income

2. Where are they now?

- a. Scrolling on Instagram
- b. Their current levels
 - I. Feeling of pain/desire - 6/10
 - II. Current belief the idea will work – 5/10
 - III. Trust in Creme de la creme – 4/10
- c. Stage of market sophistication
 - I. The market is saturated, and products are highly similar. It's challenging to innovate new features.
 - II. Stage 4
 - III. Customers recognize the product category and its benefits but have trouble distinguishing between brands.
- d. Level of market awareness
 - I. Level 3 - Solution aware
 - II. Customers know they have a problem and are aware of solutions like yours, but they don't know about your specific product.
- e. Current state
 - I. Looking for a perfect gift for a girlfriend, wife, mother, boyfriend, husband, ect.
 - II. Frustrated, since they don't know what gift he/she should buy for their loved ones.
 - III. Confused, since there are other perfume shops.

f. Dream state

- I. Perfume was magnificent
- II. My loved one was happy with the fragrance and it's smell.
- III. Other people around me complimented my perfume smell.
- IV. By smelling so sexy, I became more confident around other people.

3. What do I want them to do?

- a. Stop scrolling on social media and click on the ad.
- b. Click the link with the intention to buy some of the creme de la creme products.

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. Stop scrolling on social media and click on the ad.
 - I. An exclusive and luxurious product.
 - II. Description makes you feel that purchasing this product, you would make it a perfect gift, since it will make you special having this perfume, because it is high quality and outstanding.
 - III. Very good color contrast
 - IV. Beautiful photo design of the product
- b. Click the link with the intention to buy some of the creme de la creme products.
 - I. Putting a link below the post
 - 1. A potential buyer will be immediately transferred to the online shop for further information about the product.
 - II. The perfume extract features new nuances: an addictive higher concentration of amber-like notes and lychee and grapefruit accents. Reflecting the desire to dive into thrilling pleasures, The Hedonist Extract instantly captivates with its seductive strength. More intense, deeper, darker.
 - 1. Make the product unique and worth buying it as a fancy and magnificent gift.
 - III. Incredible design of the product's presentation
 - 1. Making the product desirable, which means the dream state.
 - IV. Buy this perfume ---> You will have an excellent product in your perfume collection.

Draft

The newest perfume from niche cologne company ---> High quality perfume, perfect as a fancy gift.

Ideas:

Make exclusive content that will attract a large group of followers on Instagram. In the content, the company's products will be depicted in a very artistic way to show the uniqueness and prestige of these products among other competitors. We will prove that by buying any of our products, the buyer will achieve his dream state. People in Instagram posts will be portrayed as high status, standing out from others, attracting other people's attention. We will also share positive reviews of other users of the purchased products.

Body text:

Ad Visuals:

- **Scene 1:** Close-up shot of a hand picking up the elegant perfume bottle, showcasing its luxurious design and branding.
- **Scene 2:** A well-dressed individual sprays on the perfume in a beautifully lit room, exuding confidence and sophistication.
- **Scene 3:** They step into a bustling room, and heads turn as they pass by, conveying an air of mystery and intrigue.
- **Scene 4:** Cut to a scene of a couple; the loved one receives the perfume as a gift, smiling warmly with a look of admiration.

Ad Text/Copy:

"Fall in love with every moment. 🌹 ✨

[Perfume Brand] — The fragrance that captivates hearts.

Make an unforgettable impression, ignite connection, and leave them wanting more. 🌟 Gift yourself, or someone special, the feeling of being truly admired. 🌹 ❤️

#MakeThemFall #LuxuryFragrance #UnforgettablePresence"

Caption for the Post:

"Discover the allure of [Perfume Brand]. Whether for yourself or as a gift, feel the love, admiration, and high-value presence it brings. ✨ #LuxuryPerfume #FallInLove #MakeThemRemember"

CTA (Call to Action):

"Shop now and captivate hearts ❤️ Link in bio."

