

# **Womens Outdoors Adventure Clothing Meta ad SET**

## **The Plan:**

- Test numerous Meta ad variables for 400 impressions each
- Make needed adjustments based off data
- Test the improved versions for 400 impressions each
- Keep doing this until I have a winning ad
- Use the winning ad for traffic to my clients website I made him
- Make necessary adjustments based off of Conversion rates to website and ad along the way

## **Winners Writing Process:**

1. Who are we talking to?
  - a. White women
  - b. US
  - c. Average teacher, student
  - d. Loves nature and everything about it and want's to express a sense of adventure and that connects with their values of individuality
    - i. (Self-expression often ties into the desire to stand out or be unique. This audience likely values their personal identity and how they project it to the world.)
2. Where are they now?
  - a. Current state:
    - i. Doesn't have as much attention as she would like to have (just don't directly say this in the copy)
    - ii. Scrolling on FB/IG
    - iii. Sees ad media

- iv. Wonders what it's about
- v. Reads the ad copy
- vi. Clicks link
- vii. Lands in the website home page
- b. Dream state:
  - i. Want to look cute, show her love for nature, and get more attention from it
- c. Awareness level:
  - i. level 3, Solution Aware, so we need to call out the known solution and offer the product as the best form of that solution
- d. Sophistication level:
  - i. Stage 5, Bored of all claims, so we are going to niche down and do an identity play
- e. Possible objections:
  - i. How expensive is it?
  - ii. How long does it take to get shipped to me? Is it comfortable?
  - iii. Do the designs look good?
  - iv. Why would I buy from your company?
- f. Roadblocks from solving their problem:
  - i. Not really knowing a super good solution to their problem
  - ii. Not wanting to solve the problem is bad enough.
- g. Belief in Value:  $\frac{2}{5}$
- h. Belief in Idea:  $\frac{4}{5}$
- i. Belief in Company:  $\frac{1}{5}$
- 3. Where do I want them to go?
  - a. To click the link onto the website
- 4. What do they need to think/feel to get there?
  - a. Feel curiosity (get dopamine from it)
  - b. Think that they aren't risking anything by clicking the link

- c. Feel welcomed
- d. Have their desire increased
- e. Get met where they are/how they think/feel about their problems

### Top Player Copy:

#### Video/Media:

- Image of target market (2 women) out hiking in nature smiling and laughing
- Forest and field like background
- Mountains in the background
- Target market in image are wearing the businesses clothing
- BIG bold words in front of all this with the brand name at the top, and “WOMENS” (switch to new font overlay) “OUTDOOR CLOTHING”

#### Women's Outdoor Clothing that is COMFORTABLE + DURABLE!

- Describing exactly what the target market wants IN ALL CAPS

#### Finally, outdoor clothing created for women by women!

- Finally... (curiosity)
- Affinity of being in the same tribe
- Making it sound like “we know what you want”

#### Joggers, Tanks, Tees, and Shorts that are not only durable, but cute!

- ... is what we offer and ADDITIONAL benefit of it being cute (hinting: it gets men's attention)

Try out our amazing women's outdoor clothing. Shop here:

<https://www.ollistyle.com/>

- Dead simple CTA
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ChatGPTs version:

Variable 1 👍:

**Headline:**

Outdoor Style Fitting for Your Adventure

**Ad Copy:**

Sick of wasting money on “*outdoor*” gear that’s boring and uncomfortable?

🕒 It’s time for an upgrade—get ready for stylish comfort, designed to elevate your outdoor adventures while looking and feeling your **best**.

🌲 ✨ Our *adventurous style* is for women who see life as a personal adventure and aim to conquer it.

👁️ Are you ready to feel EMPOWERED by expressing your inner explorer?

★ [Your Adventure Starts Here](#) ★ – limited stock available

**Description:**

DURABLE + STYLISH, perfect for women who have their own adventure.

**CTA Button:** Start My Adventure

## Media: 4

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Variable 2 👍:

### Headline:

Outdoor Style Fitting for Your Adventure

### Ad Copy:

Sick of wasting money on “*outdoor*” gear that’s boring and uncomfortable?

🕒 It’s time for an upgrade—get ready for stylish comfort, designed to elevate your outdoor adventures while looking and feeling your **best**.

🌲 ✨ Our *adventurous style* is for women who see life as a personal adventure and aim to conquer it.

👁️ Are you ready to feel EMPOWERED by expressing your inner explorer?

★ [Your Adventure Starts Here](#) ★ – limited stock available

### Description:

DURABLE + STYLISH, perfect for women who have their own adventure.

### CTA Button:

Start My Adventure

## Media: 3

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Variable 3 👍:


**Headline:**

*Unleash Your Adventurous Spirit*—Durable, Comfortable Outdoor Gear for Women.

**Ad Copy:**

Sick of wasting money on “*outdoor*” gear that’s boring and uncomfortable?

 It’s time for an upgrade—get ready for stylish comfort, designed to elevate your outdoor adventures while looking and feeling your **best**.

 Our *adventurous style* is for women who see life as a personal adventure and aim to conquer it.

 Are you ready to feel EMPOWERED by expressing your inner explorer?

★ [Your Adventure Starts Here](#) ★ – limited stock available

**Description:**

DURABLE + STYLISH, perfect for women who have their own adventure.

**CTA Button:**

Start Your Adventure

**Media: 4**

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Variable 4 :

**Headline:**

*Unleash Your Adventurous Spirit*—Durable, Comfortable Outdoor Gear for Women.

### Ad Copy:

Sick of wasting money on “*outdoor*” gear that’s boring and uncomfortable?

- Tired of wasting money on boring, uncomfortable "outdoor" gear?
- ⌚ Time for an upgrade—experience stylish comfort that elevates your adventures.
- 🌲⭐ Designed for women who see life as a personal adventure and aim to conquer it.
- 👁️ Ready to feel empowered by expressing your inner explorer?

⭐ [Your Adventure Starts Here](#) ⭐ – limited stock available

### Description:

DURABLE + STYLISH, perfect for women who have their own adventure.

### CTA Button:

Shop Now

### Media: 4

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Variable 5 👍:

### Headline:

Outdoor Style Fitting for Your Adventure

### Ad Copy:

Sick of wasting money on “*outdoor*” gear that’s boring and uncomfortable?

⌚ It’s time for an upgrade—get ready for stylish comfort, designed to elevate your outdoor adventures while looking and feeling your **best**.

🌲✨ Our *adventurous style* is for women who see life as a personal adventure and aim to conquer it.

👁️ Are you ready to feel EMPOWERED by expressing your inner explorer?

★ [Your Adventure Starts Here](#) ★ – limited stock available

**Description:**

DURABLE + STYLISH, perfect for women who have their own adventure.

**CTA Button:** Start My Adventure

**Media:** 1

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**Variable 6** 👍 :

**Headline:**

Outdoor Style Fitting for Your Adventure

**Ad Copy:**

Sick of wasting money on “*outdoor*” gear that’s boring and uncomfortable?

🕒 It’s time for an upgrade—get ready for stylish comfort, designed to elevate your outdoor adventures while looking and feeling your **best**.

🌲✨ Our *adventurous style* is for women who see life as a personal adventure and aim to conquer it.

👁️ Are you ready to feel EMPOWERED by expressing your inner explorer?



★ [Your Adventure Starts Here](#) ★ – limited stock available

**Description:**

DURABLE + STYLISH, perfect for women who have their own adventure.

**CTA Button:** Start My Adventure

**Media: 2**

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**Variable 7** 👍 :

**Headline:**

Improve style + self esteem

**Ad Copy:**

Sick of wasting money on “*outdoor*” gear that’s boring and uncomfortable?

🕒 It’s time for an upgrade—get ready for stylish comfort, designed to elevate your outdoor adventures while looking and feeling your **best**.

🌲 ✨ Our *adventurous style* is for women who see life as a personal adventure and aim to conquer it.

👁️ Are you ready to feel EMPOWERED by expressing your inner explorer?

★ [Your Adventure Starts Here](#) ★ – limited stock available

**Description:**

DURABLE + STYLISH, perfect for women who have their own adventure.

**CTA Button:**

Shop now

**Media: 4**

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**Variable 8** 👍 :

**Headline:**

Improve style + self esteem

**Ad Copy:**

Tired of feeling like your style just isn't quite as adventurous as you want it to be and you don't know where to go to fix that?

🕒 It's time for an upgrade—get ready for stylish comfort, designed to elevate your outdoor adventures while looking and feeling your **best**.

🌲 ✨ Our *adventurous style* is for women who see life as a personal adventure and aim to conquer it.

👁️ Are you ready to feel EMPOWERED by expressing your inner explorer?

★ [Your Adventure Starts Here](#) ★ – limited stock available

**Description:**

DURABLE + STYLISH, perfect for women who have their own adventure.

**CTA Button:**

Shop now

**Media: 4**

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Variable 9 👍:

**Headline:**

Improve style + self esteem

**Ad Copy:**

Are you tired of feeling like your style just isn't quite as adventurous as you want it to be?

🕒 It's time for an upgrade—get ready for stylish comfort, designed to elevate your outdoor adventures while looking and feeling your **best**.

🌲 ✨ Our *adventurous style* is for women who see life as a personal adventure and aim to conquer it.

👁️ Are you ready to feel EMPOWERED by expressing your inner explorer?

★ [Your Adventure Starts Here](#) ★ – limited stock available

**Description:**

DURABLE + STYLISH, perfect for women who have their own adventure.

**CTA Button:**

Shop now

**Media: 4**

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Variable 10 ❌:

**Headline:**

Improve style + self esteem

### Ad Copy:

Tired of feeling like your style just isn't quite as adventurous as you want it to be?



Get ready for EXTRA stylish comfort designed to elevate your outdoor adventures while looking and feeling your **best**.



Our *adventurous style* is for women who see life as a personal adventure and aim to conquer it.



Are you ready to feel EMPOWERED by expressing your inner explorer?



[Your Adventure Starts Here](#) – limited stock available

### Description:

DURABLE + STYLISH, perfect for women who have their own adventure.

### CTA Button:

Shop now

### Media: 4

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Variable 11 ❌:

### Headline:

Improve style + self esteem

### Ad Copy:

Tired of feeling like your style just isn't quite as adventurous as you want it to be?



Get ready for EXTRA stylish comfort designed to elevate your outdoor adventures while looking and feeling your **best**.

🌲✨ Our *adventurous style* is for women who see life as a personal adventure and aim to conquer it.

👁️ Are you ready to feel EMPOWERED by expressing your need for adventure?

★ [Your Adventure Starts Here](#) ★ – limited stock available

**Description:**

DURABLE + STYLISH, perfect for women who have their own adventure.

**CTA Button:**

Shop now

**Media: 4**

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**Variable 12** 👍:

**Headline:**

Improve style + self esteem

**Ad Copy:**

Not feeling as adventurous as you can be in your style?

🕒 Experience stylish comfort for your outdoor adventures...

🌲✨ Designed for women who live life as a personal adventure

👁️ Only if you are ready to truly FEEL empowered on your journey

★ Start your adventure now ★ – limited stock available!

**Description:**

DURABLE + STYLISH, perfect for women who have their own adventure.

**CTA Button:**

Shop now

**Media: 4**