

100 squats video → <https://vimeo.com/895527127?share=copy>

Copy is for description in paid ad on Instagram - Selling oriented

Road Blocks and Solutions

They don't know that my client exist, they didn't hear about him.
They need to feel trust before they purchase a product and see past experience. Price looks too much for them.

4 questions answered:

1. Who am I writing to?

- Woman 25-50 year old
- They work, mostly have family
- Always busy
- They love nature and flowers
- They want only high quality
- They usually have problems with money, and always look how to save it and spend it wisely
- They love their home and spending time resting in it
- Have experience in life

2. Where are they right now? How are they feeling? Where are they in the funnel?

- They are home or they are working after holidays
- They feel tired or stressed because of their work, but try to keep positive
- Bored and unmotivated
- They are on the beginning of the funnel, on the ad
- In the beginning of meeting the products and whole page

3. What actions do I want them to take?

- Instantly purchase the product or
- Instantly go to the profile to see more about the product

4. What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

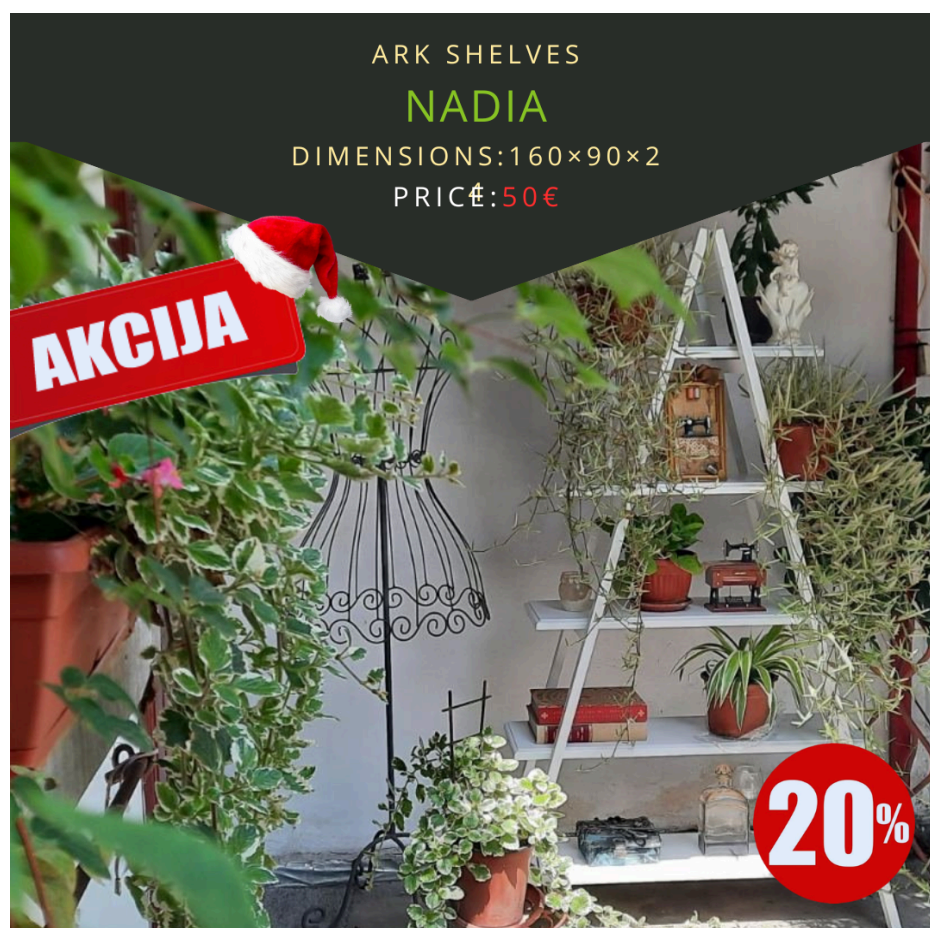
I need to give them a good picture that catches attention, short and clear title. Trigger the desire. Give a solid reason to buy and make the price look smaller.

COPY ANALYSIS

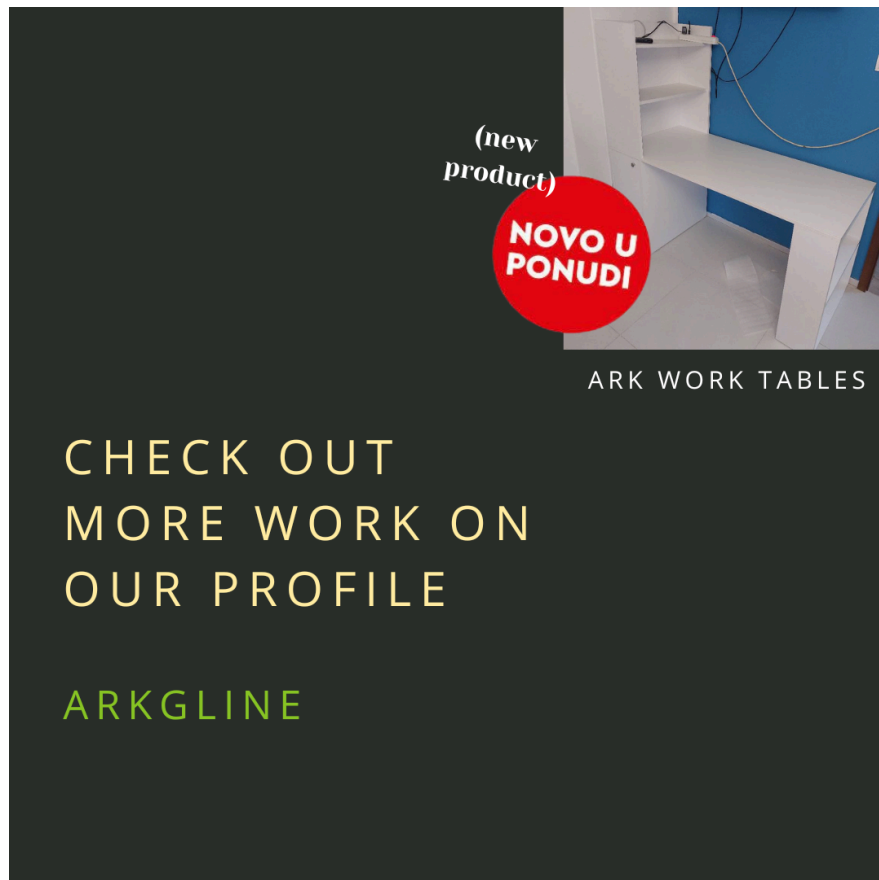
Copy it`s not giving much reasons for trust and not making warm feelings. Maybe too general.

I think I could write more specific ideas about the product and why to purchase it, including testimonials.

How first post looks (there are 8 more ads like this with different model)



How last (CTA) post looks



Copy:

Original gift for every home -20%

Delivery throughout the territory of Serbia

Check out the prices and dimensions of models on our profile (in highlighted posts)

Ark is a carpentry workshop that has been producing furniture from chipboard and real wood for 4 years.

We are located in Novi Sad, and personal pickup is possible at our address.

You can order from us:

Beds

Wardrobes, closets, and bedside tables

Dressers, drawers, and similar

Shoe racks

TV stands

Desks

Office desks

Interior shelves

Garden furniture

Customization is possible according to your measurements and ideas.

Contact via direct messages or call Goran at 0669440222.