

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Jewelry & Watches Store

Business Objective: Get more customers

Funnel: via FB or Instagram\ tiktok

WINNER'S WRITING PROCESS

1. Who am I talking to ?

A- people in the age between 14 to 35 years

B- People who like fashion

D- people using FB or Instagram tiktok

F- people who like to go parties

E- people with low and middle income

2-where are they now

-scrolling on FB or instagram\tiktok

-current levels

-desire to buy gift or 2/10

-belief in the idea is 4/10

-trust in the product 5/10. **12klikes** • **43kfollowers**

desire stats :

Want to look cool and nice

improve their stats. And how they look

improve their confident

-low price good quality

-to be different and special

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3.What do I want them to do

A-stop scrolling and see the ads

b-click the link and order to buy by whats app or to call

c.to come to the store

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 and see the ads

-need more info to lead people to the place or order

-respond fast .

good opportunity to buy Jewelry.Watches ,accessories,cap. hoodies,

EXP: in low price good quality.

-make lottore every month for one person to get gift when they buy a package so they can win monthly gift .

{ contest to win signature T-shirt by famous artist. if they buy a package they get a chance to the signature T-shirt}

note: {the artist is friend to business owner}

discount 20% off for limited time

order online delivery free

note:

i did the mop out search what i found the online store in egypt who do the same thing they or not using paid ads only normal post .

DRAFT

While I recognize that I did a search funnel, I wanted to also be prepared to supply an ad should the client want to discuss ad options.

"Your Ticket to Exclusive Art! 🎨 Win a Signed T-Shirt NOW!"

"Buy, Win, & Wear! Get a chance to win Artist-Signed T-Shirt in Our Special Offer!"

ADS number 2

Bold Colors: Use bright, high-contrast colors like neon yellow, pink, or electric blue to make the ad stand out as users scroll.

Motion Graphics/Animations: Quick, smooth animations or transitions can hold attention. Use elements like flashing text, moving shapes, or even a rotating image of the T-shirt with the artist's signature.

Limited-Time Offer Badge: Include a countdown timer or "Limited Edition" sticker to add urgency and exclusivity.

Eye-Catching Thumbnail: A close-up of the signed T-shirt, maybe with a bold artist's signature being highlighted in a fun, animated style.

2. Headline Ideas:

"Your Ticket to Exclusive Art! 🎨 Win a Signed T-Shirt NOW!"

"Buy, Win, & Wear! Get an Artist-Signed T-Shirt in Our Special Offer!"

"Limited Edition Alert 🚨 Buy a Package, Win a Signed T-Shirt!"

3. Copy for the Ad:

Opening Hook: Start with a strong line like "Exclusive Art, Just for You!" or "Want to Own a Piece of Art History?"

Call-to-Action (CTA): "Buy now for your chance to WIN a one-of-a-kind, artist-signed T-shirt. Don't miss out—once they're gone, they're gone!"

Social Proof/Scarcity: "Only a few of these signed T-shirts exist! Will one be yours?"

Easy Process: "Buy any package and you're automatically entered! It's that simple!"

4. Video Ideas for TikTok:

Short, Punchy Clips: 15-30 second clips that showcase the T-shirt being signed by the artist, with close-ups of the signature.

Behind-the-Scenes Look: A quick montage of the artist signing the shirts, or them talking about the inspiration behind the artwork.

Showcase the Prize: Highlight someone wearing the signed T-shirt, looking excited, with upbeat music playing in the background.

5. Audio/Music:

Upbeat, Trendy Soundtrack: Use popular music or trending sounds on TikTok to get people interested. Match the music's energy with the visual flow.

6. Include a Hashtag Challenge (for TikTok):

Start a contest where users can create videos showing how they would style the signed T-shirt. This builds more buzz around your product.

By focusing on a high-energy, visually striking ad that offers something exclusive, you'll draw users in and generate excitement for the opportunity to win the signed T-shirt!