

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: e-commerce

Business Objective: Get people to go to the social media pages and buy

Funnel: they need to consume volume information about the product so creating valuable post and reel so the follow and go the buying page / WhatsApp business page

WINNER'S WRITING PROCESS

1. Who am I talking to?

- People who are looking for a iPhone
- People looking to upgrade there current phone
- People who don't have a phone of their own

2. Where are they now?

Value of the product

- The price of phone nowadays are expensive
- They only use phone that are old e.g phone 6,7,8,9
- They are looking for affordable phone at a reasonable price
- Payment options

Desire

- They don't a good phone
- They are constantly looking for a phone
- There current phone are slow and out of date
- "I have a question can I pay two phones in installments through Revibe installments"

Trust

- Can your deliver to[X country]
- " where is my phone 180 days ago spell I didn't receive my phone my cache is lost dear friends I I think they loot our money"
- The testimonial of the company

3. What do I want them to do?

- To scroll through the pages
- To follow
- To buy the phone

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 good opening in the page

- “Revibe.me your place to go for electronic at reasonable price”
- “Certified good as new”
- “12 months guarantee”

Link to the landing page / whatsapp business

Testimonials on the story and proof of people getting their products

Reel

- They need to show the product if possible have the box of the phone either in your brand or phones brand
- Must have good captions
 - a. “experience top tier attack at an unbeatable price with immerse self in quality renown devices all at draw dropping discounts of 50% off upgrade your text seamlessly and make smart choice”
 - b. “Yes you read that right up to 70% off exclusively with we offer quality yet reliable devices without compromising quality”
- Create display of the phone you are selling

Post

- Showcase of different devices while on the poster at the captions
 - “Free delivery”
 - “12 months guarantee”
 - “certified renewed by experts”
- Add selling captions on the post
- The picture must be color and pop out at the customer
- Create collages with different style of display
- Offer special

Add hashtag that boost revise and are related to the product that is being sold with being to specific

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