

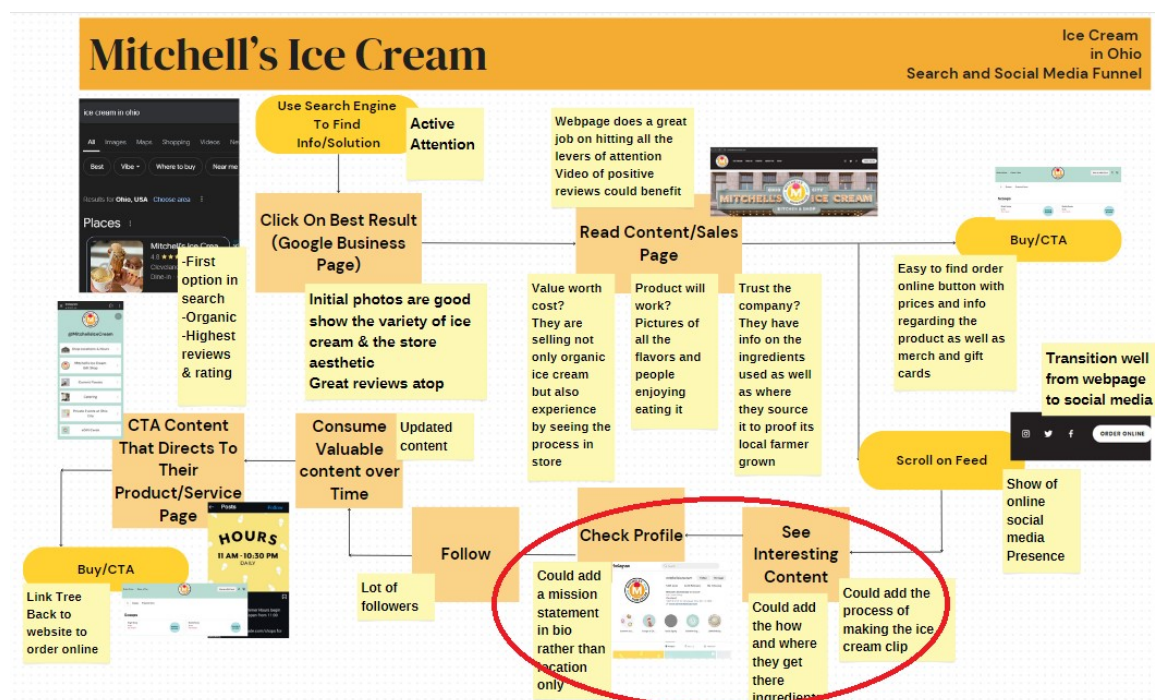
TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Ice Cream Shop

Business Objective: Get more attention

Funnel: Social Media (Check Profile & See Interesting Content)

Not Currently Running Ads



WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Kids/Teeneagers mostly
- b. Some adults but less bc they tend to watch their health

2. Where are they now?

- a. Scrolling on Mitchell's Instagram | on youtube looking at ice cream related content (Mitchell's could make a youtube channel)
- b. Current level
 - I. Pain/Desire | interested enough to search ice cream or click on the profile/vids (related) and see content 5/10
 - II. Belief in the idea | you already enjoy ice cream 6/10
 - III. Trust in Mitchell's ice cream | 4/10 what makes this store stand out
- c. Current State
 - I. hungry
 - II. environment is hot
 - III. want an experience
 - IV. indecisive
- d. Dream State
 - I. Full of sugar
 - II. Cool down
 - III. eventful
 - IV. Affordable
 - VI. all the flavors you could want

3. What do I want them to do?

- a. Stop scrolling and watch the content
- b. Head to nearest Mitchells' or plan a day when you can
Since they are only located in ohio make it such an experience to visit this ice cream shop that people will travel | world famous

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 for ice cream content and watch/pick mitchell's (Pinned insta msg or Highlights story first | youtube videos shorts | facebook shorts)

- Create Youtube channel (free) | CTA at the end of all the videos | Mitchell's logo

- I. Upload shorts from insta/fb (old and new content mentioned below)

- li. Upload longer forms of content that display the history of Mitchell's | farm from organic material | process of making their new flavors (larger lengths of content best fit on yt)

Insta/Fb | CTA at the end of all videos | Mitchell's logo

- CTA in the profile bio | short mission statement | we have flavors you don't you love yet

- Relevant Insta highlights | Merch | Where we get our Strawberries (Home Grown Farm)

- i. Add Pics/video of staff making ice cream

- li. Add Try new flavors card incentive | Like taste the rainbow (10 new flavors and get one free) | If you like a flavor only they have you gain a loyal customer

- iii. Catering Mitchell's for events | videos / pics of ppl doing this | this isn't emphasized enough on instagram that is a service they have

- iv. Fun facts about Ice cream and what makes good quality (organic ingredients) | relate to why mitchell's stand out

- V. Content on where they get a lot of their ingredients for health (shorts) | farm | comes natural

- Vi. Customers wearing the merch / new merch | pics

- VI. Continue showing more flavors | Flavors only mitchell's really have | Only @Mitchell's

- lii. Continue Limited time flavors

- lx. Continue Dream state eating pics

- b. Head to their nearest Michell's ice cream or plan a trip there

- I. New customers outside of ohio

- 1. Attract new customers and become world-renowned

- 2. Deals

- li The organic tasting ice cream experience

- 1. Highlight desire state | ice cream that is healthy and renowned flavors + guilt free

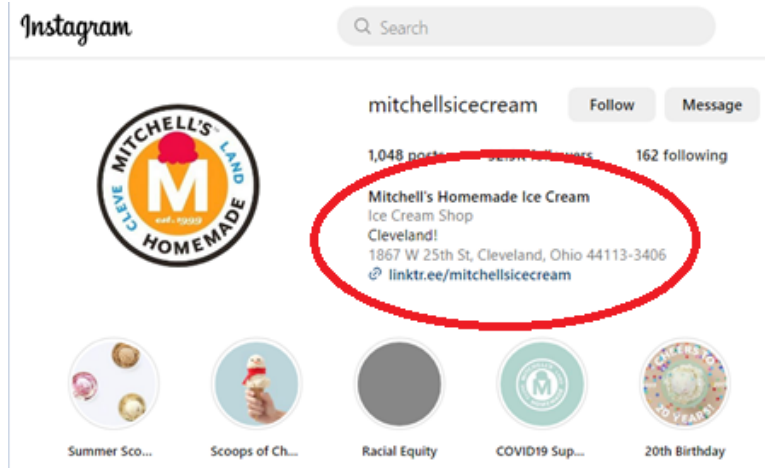
- 2. Experience ice cream like no other | wide variety and always making more

- lii. card stamps with every piece of merch you get to win a chance for a tour of the facility where we teach you how to make the ice cream | every 3 months we pull a winner

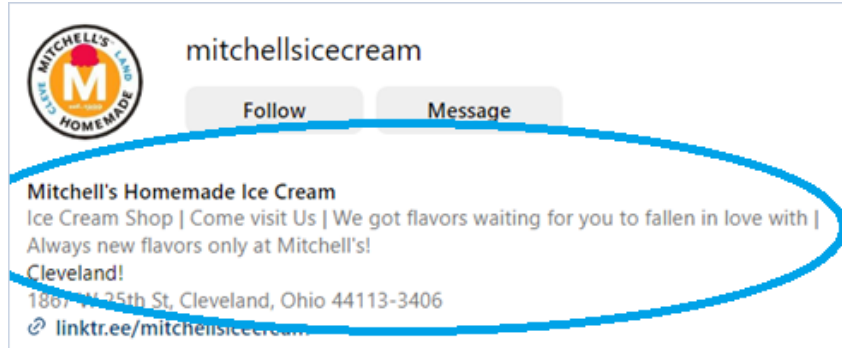
The healthiest | dopest experience ice cream | widest range flavor

DRAFT

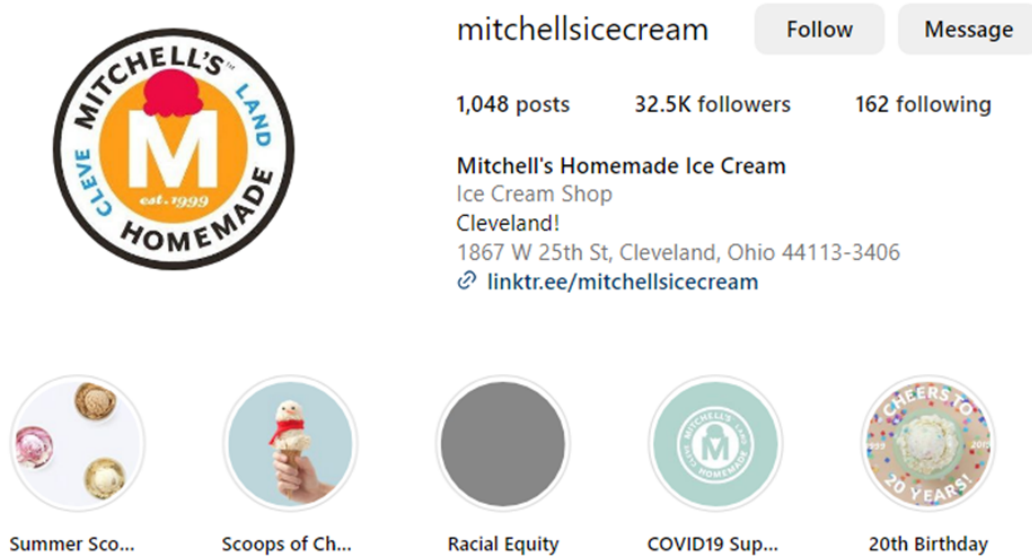
Before



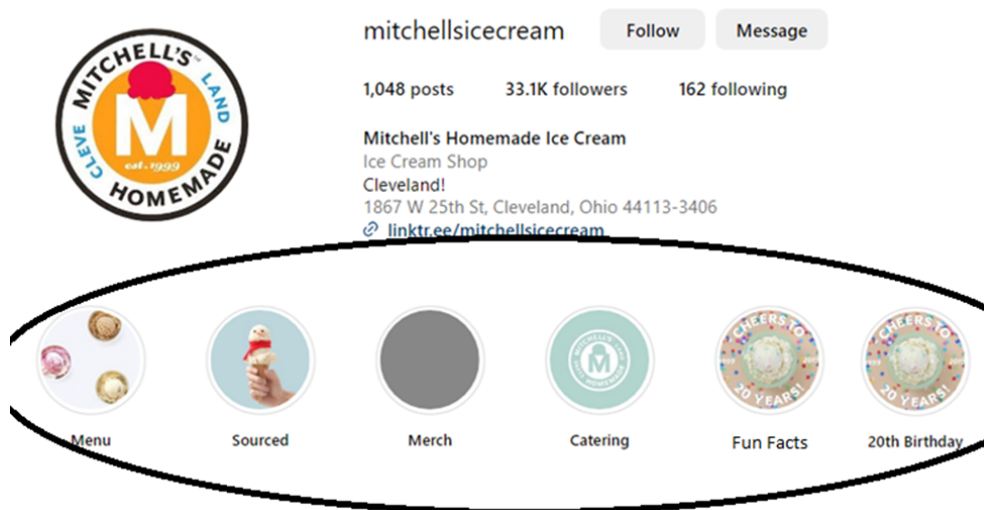
After CTA (done with inspect)



Before (highlighted stories don't encourage to buy)



After (important points of the store are seen early when clicking on profile)



Rough Outline Work:

- a. Stop scrolling for ice cream content and watch/pick mitchell's (Pinned insta msg or Highlights story first | youtube videos shorts | facebook shorts)
Insta/Fb
-CTA in the profile bio | short mission statement | we have flavors you don't you love yet
-Relevant Insta highlights | Merch | Where we get our Strawberries (Home Grown Farm)

Post & Sourced highlight demo



Body Text:

Enjoy your favorite ice cream flavors guilt free with organic ingredients grown here in ohio

"The wild berry flavor was one of the best I've ever tasted. The location is also unique, and I love that they have a water tap."

- Shayan G

Rough Outline Work:

- a. Stop scrolling for ice cream content and watch/pick mitchell's (Pinned insta msg or Highlights story first | youtube videos shorts | facebook shorts)

Insta/Fb | CTA at the end of all videos | Mitchell's logo

V. Content on where they get a lot of their ingredients for health (shorts) | farm | comes natural

Post & Sourced highlight demo



Body Text:

Who knew supporting local farmers was this easy and tasted this great!

Rough Outline Work:

- a. Stop scrolling for ice cream content and watch/pick mitchell's (Pinned insta msg or Highlights story first | youtube videos shorts | facebook shorts)
-Insta/Fb | CTA at the end of all videos | Mitchell's logo
V. Content on where they get a lot of their ingredients for health (shorts) | farm | comes natural

Post & Merch highlight demo (need pics of customers wearing the merch)

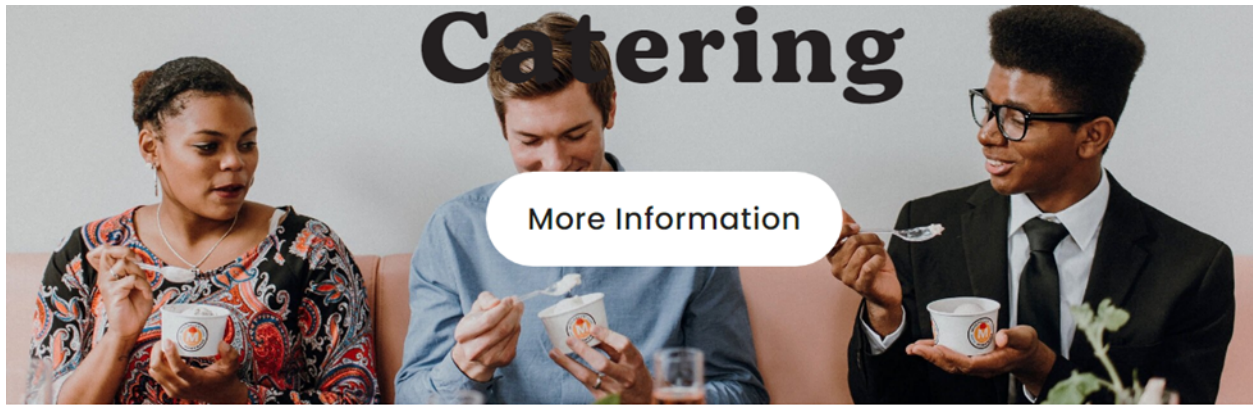


Body Text: Wear what you love and love what you wear & Who doesn't love Ice cream?

Rough Outline Work:

- a. Stop scrolling for ice cream content and watch/pick mitchell's (Pinned insta msg or Highlights story first | youtube videos shorts | facebook shorts)
-Insta/Fb | CTA at the end of all videos | Mitchell's logo
Vi. Customers wearing the merch / new merch | pics

Post & Catering highlight demo (on website but not insta)



Body Text: For your next get togethers Mitchell's got your back with custom catering!

"We chose 88 individual servings of Mitchell's ice cream for dessert at our daughter's wedding."
-David S

Rough Outline Work:

- a. Stop scrolling for ice cream content and watch/pick mitchell's (Pinned insta msg or Highlights story first | youtube videos shorts | facebook shorts)
-Insta/Fb | CTA at the end of all videos | Mitchell's logo
- iii. Catering Mitchell's for events | videos / pics of ppl doing this | this isn't emphasized enough on instagram that is a service they have

Post & Catering highlight demo



See it Made
only @Mitchell's

Body Text: Get a look behind the curtain and see ice cream made live

"Wow, you can see how they make the ice cream fresh and clean! Love the atmosphere – it's spacious and great for families and large groups traveling together."

- Diana Reyes

Rough Outline Work:

- a. Stop scrolling for ice cream content and watch/pick mitchell's (Pinned insta msg or Highlights story first | youtube videos shorts | facebook shorts)
 - Insta/Fb | CTA at the end of all videos | Mitchell's logo
 - i. Add Pics/video of staff making ice cream

Post & Fun Facts highlight demo



Body Text: Learn something new everyday, only the Mitchell's way!

"One of the best ice creams I've ever tasted. Superior quality ingredients in ice cream made on-site."

-Ranitidine Q

Rough Outline Work:

- a. Stop scrolling for ice cream content and watch/pick mitchell's (Pinned insta msg or Highlights story first | youtube videos shorts | facebook shorts)
-Insta/Fb | CTA at the end of all videos | Mitchell's logo
- iv. Fun facts about Ice cream and what makes good quality (organic ingredients) | relate to why mitchell's stand out

Pinned Post

With Every Merch Bought Comes This



Try 10 New Flavours to earn a Chance to Make Ice Cream With Us!

Body Text: Take your ice cream experience to the next level and make your own us!

"Let me tell you, their ice cream is truly among the finest I've ever tasted. Today, I tried three flavors: banana cream pie, toasted pistachio, and black raspberry chocolate chunk."

-Jeavon J

Rough Outline Work:

- a. Stop scrolling for ice cream content and watch/pick mitchell's (Pinned insta msg or Highlights story first | youtube videos shorts | facebook shorts)
-Insta/Fb | CTA at the end of all videos | Mitchell's logo
- li. Add Try new flavors card incentive | Like taste the rainbow (10 new flavors and get one free) | If you like a flavor only they have you gain a loyal customer

Pinned Post



Body Text:

People are raving about the Mitchell's ice cream experience | Come find out for yourself!

"We're visiting Cleveland, and Chuck, an employee at A Christmas Story House, recommended we stop here. We suggest you do the same."

- Sandi L

Rough Outline Work:

- b. Head to their nearest Mitchell's ice cream or plan a trip there
 - 1. Attract new customers outside of Ohio and become world-renowned
 - 2. Deals

**All videos related to these posts should be uploaded to YouTube
| farm grown ingredients -> custom catering |**