

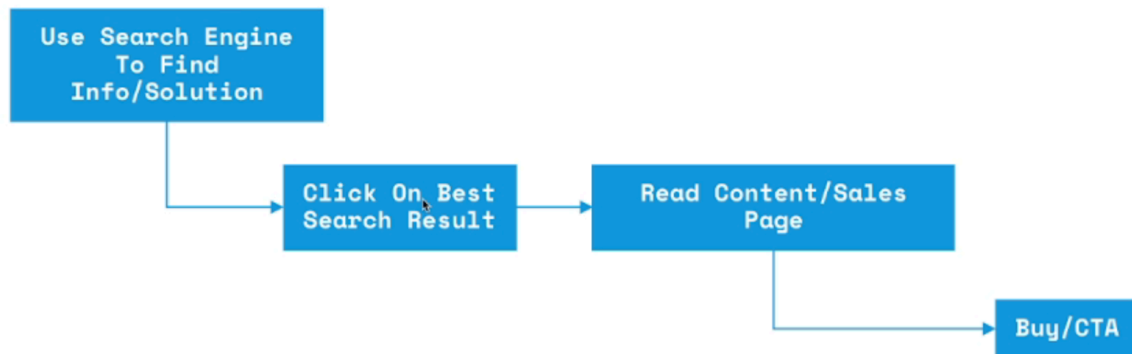
## 7 Autospa

Niche: Car wash and detailing services

7 Autospa

Funnel #1

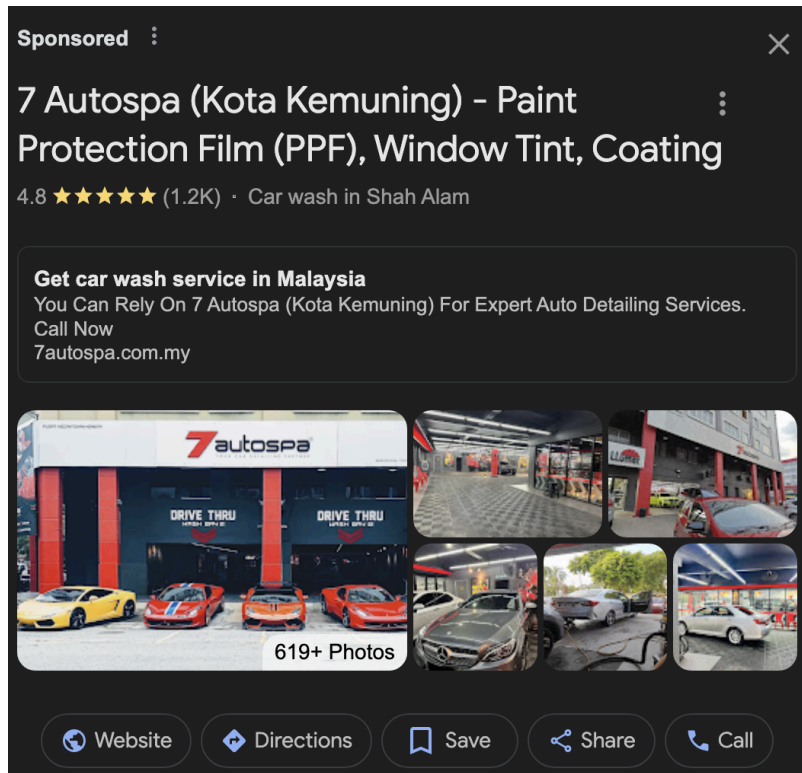
## EXAMPLE FUNNEL – SEARCH



The first search revealed:

[https://7autospa.com.my/?gclid=Cj0KCQjwyL24BhCtARIsALo0fSBpjWbbW4PaRPx5HWBKMDYTDoQKVmJ3XJHnrhteT5s67nYtFc8g6MaArYpEALw\\_wcB](https://7autospa.com.my/?gclid=Cj0KCQjwyL24BhCtARIsALo0fSBpjWbbW4PaRPx5HWBKMDYTDoQKVmJ3XJHnrhteT5s67nYtFc8g6MaArYpEALw_wcB)

<https://www.facebook.com/7autospaCarDetailing/>



- 7 Autospa
  - Immediately builds recognition for the customer
  - Creates an impression that it is an established business
  - Sense of professionalism - increases customer's trust
  - Autospa suggests premium service whereby it is more than a carwash - includes 'spa' with luxury, care and attention to detail
- Kota Kemuning
  - Convenience and local appeal for SEO (search engine optimization)
  - Immediate recognition to services near a customer's area and provides that trust
  - Ease of decision to choose a service close to their proximity
  - Enhances SEO for those searching for local services
- Paint, PPF, Window tinting, coating
  - Highlights the most important services that can protect your car as well as give it an aesthetic finish
  - Attract relevant traffic of customers
  - Increases the SEO for searches that include those keywords - reduce Cost per Click
  - Appeals to a broader audience by providing multiple services
- 1.2K reviews
  - It shows they are a well-known brand
    - Builds trust in the service
- You can rely on 7 auto spa
  - Reassures the audience that the company is dependable and accountable

- They are capable of providing quality services
- Boosts confidence and trust in the customer
- Business operates with professionalism ensuring that their expertise can be counted on
- Speaks to the viewer's desire for security and peace of mind.

## Funnel #2

### EXAMPLE FUNNEL – PAID ADS



[https://www.facebook.com/ads/library/?active\\_status=active&ad\\_type=all&country=ALL&media\\_type=all&search\\_type=page&source=page-transparency-widget&view\\_all\\_page\\_id=1791474051092812](https://www.facebook.com/ads/library/?active_status=active&ad_type=all&country=ALL&media_type=all&search_type=page&source=page-transparency-widget&view_all_page_id=1791474051092812)

<https://www.facebook.com/ads/library/?id=3477912719166474>



Main ad: video form

- Movement with sudden cuts + epic music
  - Instantly catches the viewer's attention
  - High energy and anticipation
    - Sense of energy and drama due to music
    - Boosts mood - makes them feel like it is a premium service
    - Makes the detailing process feel like a thrilling transformation
  - Focus on precision and detail

- Short clips of each scene show that each step of the process is carefully executed
- Inspired by the potential transformation
  - Viewers see the whole process from start to end in just a short amount of time
  - Gives them the illusion that their car could also go through an EPIC transformation
- Sense of urgency and desire to act
  - Due to the fast-paced nature of the video
  - Encourage viewers to take quick action of CTA

**【Exclusive 3-in-1 Offer 🤖 Ultimate Paint Protection, Stunning Shine, Unbeatable Value!】**

For car enthusiasts, maintaining a flawless vehicle is of utmost importance. 😊 However, in Malaysia's environment, car owners often face critical pain points. Here are the common issue and how the **7A Ultimate Paint Protection Film** can help car owners tackle this challenge.

It is specifically designed for 🇲🇾 Malaysia's climate conditions, featuring a 10mil thick advanced material that provides excellent UV and acid rain resistance. 🛡️🛡️🛡️ It effectively blocks UV rays, preventing paint fading and oxidation, while also resisting acid rain corrosion to protect the car body. Its impact resistance prevents damage from flying stones and scratches, and it can withstand resin and insect droppings. With these features, the **7A Ultimate Paint Protection Film** offers comprehensive paint protection, eliminating worries about environmental damage.

By choosing the **7A Ultimate Paint Protection Film**, you ensure that your car remains in perfect condition, receiving the highest quality protection. 🛡️👑

Text 1

- **【Exclusive 3-in-1 Offer 🤖 Ultimate Paint Protection, Stunning Shine, Unbeatable Value!】**
  - Exclusive:
    - This creates a sense of urgency and desirability by suggesting this offer is limited and not available to everyone.
  - 3-in-1 Offer:
    - Adds value by indicating that **multiple benefits** (paint protection, shine, and value) are packed into one product.
  - Ultimate Paint Protection, Stunning Shine, Unbeatable Value!:

- This phrase uses impactful, sensory words (“**Ultimate**,” “**Stunning**,” “**Unbeatable**”) to build excitement and attract customers by promising top-quality results.
- For car enthusiasts, maintaining a flawless vehicle is of utmost importance. 😊
  - For car enthusiasts:
    - Directly addresses people who value car maintenance
    - makes them feel understood and included.
  - Maintaining a flawless vehicle is of utmost importance:
    - This establishes an ideal or standard of excellence that appeals to pride in vehicle care.
  - 😊 Emoji:
    - The smile emoji adds warmth and friendliness, making the brand feel personable.
- However, in Malaysia's environment, car owners often face critical pain points. Here are the common issues and how the **7A Ultimate Paint Protection Film** can help car owners tackle this challenge.
  - “However, in Malaysia's environment...”:
    - Acknowledges the local context
    - builds trust by showing the brand’s understanding of the customer’s specific challenges.
  - Critical pain points:
    - This phrase subtly increases urgency by acknowledging the real issues car owners face
    - makes them feel understood
  - How the 7A Ultimate Paint Protection Film can help:
    - Clearly positions the product as the solution to the customer’s problems
    - introducing the belief that the product will fulfil their needs.
- It is specifically designed for 🇲🇾 Malaysia's climate conditions, featuring a 10mil thick advanced material that provides excellent UV and acid rain resistance. 🛡️🛡️🛡️
  - Specifically designed for Malaysia’s climate conditions:
    - Reaffirms trust by showing that the product has been thoughtfully crafted for the customer’s environment
    - Makes it feel more personalized.
  - 10mil thick advanced material:
    - Uses technical detail to add credibility
    - suggests high durability and quality.
  - Provides excellent UV and acid rain resistance:
    - Emphasizes the product’s protective power against common issues in Malaysia
    - like harsh sunlight and acid rain
  - 🛡️🛡️🛡️ (Shield emojis):
    - These reinforce protection
    - visually symbolizing the strength and defence the product offers.

- It effectively blocks UV rays, preventing paint fading and oxidation, while also resisting acid rain corrosion to protect the car body. Its impact resistance prevents damage from flying stones and scratches, and it can withstand resin and insect droppings.
  - Blocks UV rays, preventing paint fading and oxidation:
    - Specifies exact benefits and purpose of the product
    - creating the belief that it will protect against common wear and tear.
  - Impact resistance prevents damage from flying stones and scratches:
    - Adds to desire by addressing potential threats to a car's exterior and showing the product's strength.
  - Resists resin and insect droppings:
    - Including specific, less-obvious threats (like resin and insect droppings) shows the product's comprehensive protection
    - can increase trust in the product's thoroughness.
- With these features, the **7A Ultimate Paint Protection Film** offers comprehensive paint protection, eliminating worries about environmental damage.
  - Comprehensive paint protection:
    - Offers product
    - Reinforces trust in the product's capabilities
    - emphasizing that it covers all aspects of paint protection.
  - Eliminating worries about environmental damage:
    - Appeals to a desire for peace of mind
    - making the product feel like a long-term solution rather than a temporary fix.
- By choosing the **7A Ultimate Paint Protection Film**, you ensure that your car remains in perfect condition, receiving the highest quality protection. 🛡️
  - Ensure that your car remains in perfect condition:
    - Uses the words "ensure" and "perfect" to inspire belief in the product's reliability and effectiveness.
    - Gives the power of choice to the viewer
  - Receiving the highest quality protection:
    - Emphasizes trust by suggesting that this is the best protection available.
  - 🛡️ Emoji:
    - The shield at the end is a final visual reinforcement of protection
    - gives a memorable closing symbol that stands for the product's promise.



【7A Ultimate Paint Protection Film' features】

- 🏆 PPF developed to protect car on the road in Malaysian
- 🏆 10 mil advanced material more resistant to acid rain and UV
- 🏆 Avoid getting hurt by flying stones, scraped paint, or body rust
- 🏆 Prevent insect waste and resist resin from hurting car paint
- 🏆 Superb self-cleaning feature & anti-watermark
- 🏆 NO more anti-dirt polishing or waxing
- 🏆 Boost the colour & brightness of vehicles
- 🏆 Scratch marks automatically fixed by magical heat energy
- 🏆 Offers 100 protection and flawlessly closes edges
- 🏆 The 2.0 computer cutting system is compatible with 99% of automobile models that are PPF Precision Cut models.

Text 2

- Clear, Structured Benefits:
  - Each bullet emphasizes practical features (e.g., “NO more anti-dirt polishing or waxing”)
  - makes the product’s value easy to understand and enhances the desire for convenience and low maintenance.
- Appeal to Protection & Enhancement:
  - Phrases like “Boost the colour & brightness” and “resists acid rain and UV” appeal to desire by promising an aesthetic and durable solution tailored for car care.
- Technical Language for Credibility:
  - Terms such as “10 mil advanced material” and “2.0 computer cutting system” build belief by implying high quality and advanced technology.
- Emojis as Visual Reinforcement:
  - Icons like 🏆 (badge) and 100 emphasize reliability and quality, visually supporting the product’s protective and comprehensive appeal.
- Confidence in Long-Term Results:
  - Specific mentions of Malaysia’s climate needs and thorough coverage build trust that the product is durable and effective in local conditions.

✗ NO blade cutting ✗ NO risk of hurt car paint  
✗ No gap issue ✗ NO dark edges appear

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#### 【Why choose 7autospa】

- 🏆 More than 19 years of professional car detailing experience
- 🏆 Over 350 in-house staffs across Malaysia
- 🏆 Warranty protection supported by 20 branches across Malaysia
- 🏆 7autospa App with transparent consumption records and quality assurance
- 🏆 R&D in-house products exclusive for Malaysia's vehicles & weather
- 🏆 "7A 3rd-Gen 10H Ceramic Coating" service for more than 50,800 vehicles
- 🏆 "7A Ultimate Paint Protection Film" service for more than 36,700 vehicles
- 🏆 "7A Nano Security Window Film" service for more than 33,500 vehicles
- 🏆 The First honored record holder in 《The Malaysia Book of Records》
- 🏆 Products are officially tested and certified by SGS
- 🏆 Multi awards winning brand (CCA, GEA, PUMAS, SHPBA)
- 🏆 The first government-certified Diploma auto beauty school to cultivate in-house technical staff

#### Text 3

- Opening Line with “NO” Statements:
  - The "NO" phrasing is a powerful way to directly eliminate common fears associated with detailing services, like paint damage or visible flaws.
  - "NO blade cutting" and "NO risk of hurt car paint"
    - directly address safety concerns, building trust by assuring the customer that their vehicle will be handled with care.
  - "No gap issue" and "NO dark edges appear"
    - reinforce quality and precision, which assures customers of a flawless finish, creating belief in the high standards of the service.
- “More than 19 years of professional car detailing experience”:
  - Emphasizes experience and longevity, reassuring customers of 7autospa’s established expertise in the industry.
  - Builds trust by suggesting that, with almost two decades in business, the brand has a proven track record in car detailing.
- “Over 350 in-house staff across Malaysia”:
  - Highlights scale and capacity, indicating that 7autospa has a large, dedicated team, which enhances credibility.
  - Reassures customers that they’re supported by a robust network, creating a sense of security and reliability.
- “Warranty protection supported by 20 branches across Malaysia”:
  - This point addresses aftercare and accessibility, making customers feel confident and trust that they’ll have support after purchase.

- Warranty protection builds trust by promising continued service quality, while “20 branches” ensures convenience and accessibility throughout Malaysia.
- “7autospa App with transparent consumption records and quality assurance”:
  - The app introduces transparency and accountability, which appeal to customers looking for a trustworthy service.
  - Transparent consumption records and quality assurance assure customers that they’ll have full visibility over their service, strengthening belief in the brand’s integrity.
- “R&D in-house products exclusive for Malaysia's vehicles & weather”:
  - This showcases local customization and innovation, which appeal to Malaysian customers who want products designed for their specific climate.
  - Builds belief and desire by suggesting that 7autospa understands local conditions and prioritizes quality for Malaysia’s environment.
- “7A 3rd-Gen 10H Ceramic Coating” (over 50,800 vehicles), “7A Ultimate Paint Protection Film” (over 36,700 vehicles), and “7A Nano Security Window Film” (over 33,500 vehicles)
  - These specifics provide social proof, reinforcing trust by demonstrating high customer demand and satisfaction with these popular services.
  - The precise numbers (50,800, 36,700, 33,500) make these accomplishments feel tangible and verifiable, which strengthens belief.
- “The First honored record holder in The Malaysia Book of Records”:
  - Establishes authority and prestige by mentioning national recognition, which builds trust in 7autospa’s credibility and quality.
  - Being the “first honored record holder” positions the brand as a pioneer, adding a competitive edge.
- “Products are officially tested and certified by SGS”:
  - Certification by SGS (a globally recognized testing agency) assures customers of quality and safety, establishing trust in the brand’s standards.
  - This gives customers confidence that the products meet rigorous international standards.
- “Multi-awards winning brand (CCA, GEA, PUMAS, SHPBA)”:
  - The awards (CCA, GEA, PUMAS, SHPBA) lend additional credibility and highlight the brand’s excellence within the industry.
  - Multiple recognitions reinforce belief in 7autospa’s consistent service quality.
- “The first government-certified Diploma auto beauty school to cultivate in-house technical staff”:
  - Shows commitment to training and professionalism, building trust by assuring customers that 7autospa’s staff are qualified and skilled.
  - The fact that it’s “government-certified” implies a level of standardization and credibility, further strengthening trust in the brand’s expertise.