

Deeper Market Analysis

https://docs.google.com/document/d/1gBhiKztuS7Gmg7HOejWQfQ70_Rrnima0LfapuPQWcU/edit?usp=sharing

Pattern Sale Ad

What specific business objective am I seeking to accomplish with this project? Why is it important?

The objective is to get her followers to buy her patterns. It is important because it will raise my clients monthly sales as she gets more followers.

What part of their online presence/funnel is needed to achieve this business objective?

An ad on Instagram/Tiktok

Market Insights

The problem - You want to do better, meaningful and complex crochets, but written patterns are difficult to read. If it's too difficult, you give up.

The solution (aware) - If you follow patterns with accompanying video tutorials, you will be able to make better sense of what the writing means and create meaningful crochets at the same time. It helps you grasp the stitches quicker. However, most videos are too long, and interrupt the music playing in the background

The product - Pattern + Videos; The written pattern contains links to correlating times in the video to help you quickly grasp new stitches; Each new reference of a stitch comes with a **short clip from the video, because most videos are too long.**

VIDEO is silent, with captions, to keep your peace.

Why? Because Ariyah's crochet experience consists of music or background noise to make it all relaxing. And she hates long videos.

1. Top players: "Easy to knit, easy to wear"
 1. Use of charts
 2. "Explore new techniques, such as..."
 3. Use what you have of luxury yarn
 4. Reviews from test knitters/beginners
 5. "Fun to make, opportunity to learn or practice several special stitches
 6. "A beautiful way to learn."
 7. "High-quality pattern, detailed and well written."

8. A snippet of the written pattern/chart to get an idea of it.
9. <https://www.facebook.com/ads/library/?id=225724537170636>
10. <https://www.facebook.com/ads/library/?id=1382353815692093>
11. <https://www.facebook.com/ads/library/?id=986134769331883><https://www.facebook.com/ads/library/?id=294267472989994>

2. Who Am I Talking To?

Ariyah Baggs, a female crocheter. She is a beginner, moving into intermediate after about a year of crocheting. She deals with daily stress, anxiety, and frustration from normal life. She has discovered that crocheting is a natural reliever. When she's in the middle of it, she is at peace. When she's finished, she has created something that took her time, effort, and skill.

3. Where Are They At Now?

Identify their Current State and Dream State.

Ariyah likes to learn new crochet patterns to improve her skill. If she improves her skill, she can make better art that she is proud of. However, she has encountered a couple teachers and tutorials that were difficult to follow. She worries that if she follows something she can't understand, it will backfire and she will have spent time on something that is ultimately embarrassing. Ariyah dreams of improving her skill in crochet and having the tangible result from it. Gifting it to friends and receiving compliments for her creations.

1. Where do I want them to go?

1. What specific actions do you want them to take at the end of your copy?

1. I want them to buy the star-hat pattern

2. Identify any perceived costs they may have about your desired action

1. Buying a pattern that is difficult to follow with complicated stitches that they have not learned and will add time to the process
 1. If time is added to process, they will give up and have wasted their money
2. Long videos that don't really help
 1. Solve this with short clips or timestamp ranges [4:45-5:50]
3. She won't have an understanding of the pattern. She might not finish it
 1. She must be very excited about the star hat. Must be excited to get working on it. And nothing should get into her way that would make her think "this may be too hard for me"

- 2. It's a great challenge
- 4. Interruption to her peaceful crochet time.
 - 1. Solve this by making the video mutable with written captions

3. **Identify their probable required certainty and trust threshold for that action**

- 1. Certainty threshold: 7
- 2. Trust threshold: 7

- 2. What are the steps I need to take them through to get them from where they are to where I want them to go?

1. **Ask specific questions**

1. **How will I get their attention?**

- 1. "Don't give up!"

2. **How will I increase specific levels? (desire, pains, etc)**

- 1. A lot of patterns are difficult to read.
- 3. Instead of seeing a beautiful creation, Video tutorials can help, but they're sooo long. When you're trying to create something beautiful, they can ruin your peace.

Desire - become better at crochet. have fun creating more complex things to be proud of. giving cuter and more "amazing" gifts to loved ones. tip off the peaceful experience with the pride of creating something new. She wants to do it quicker and easier.

Pains - feeling dumb, uninspired, motivated. Time it takes to learn new stitches, putting projects off, giving up

"One of the quickest ways to grasp difficult patterns is to crossreference it with a video."

Certainty - "Especially if you love the challenge of learning new things"

Trust - Picture of pattern on website, social proof, beauty

4. **How will I bring down perceived costs and thresholds?**

1. **Cost**

- 1. (effort)So I thought I'd make my patterns easier to learn for beginners.
- 2. (Time and sacrifice)Quick references to captioned video

1. AKA, reducing effort and time to learn. Removing sacrifice of peace when crocheting. "Keep your crochet experience relaxing"

2. Certainty

1. (Guarantee) that if you can't finish it, return it. No problem.
2. Costs lowered thresholds to 5

3. Trust

1. Costs lowered threshold to 5

5. How will I communicate the entire case

1. Problem & Solution ("If then"
2. How the solution solves the problem
3. How the product is the best vehicle to take advantage of the solution in the quickest, simplest, easiest way possible with little effort and sacrifice

6. Sensory to use

1. Visual, the look on your friends faces when you hand them their gorgeous gift
2. Feel how proud you are that you've created something beautiful that took time, effort, and skill.
 1. connect time.

7. Proofs

1. logical language
 1. If, then
 2. because (you have visual help to get a better sense)
 3. the reason why

D-I-C Instagram Ad



Hey beautiful soul!

I made my tutorials easier to follow!

I added short video clips to help you grasp new stitches

They come with captions to keep your peace

You'll love the pride you feel from holding a gorgeous piece that took your time skill and effort

Don't be shy, give it a try ★

And if you don't love it, get your money back. No questions asked!
