

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: halloween design

Business Objective: grab attention of social media scroller, and converting it to get their offer

Funnel: Social media Meta Ads

WINNER'S WRITING PROCESS

Who am I talking to? Teenagers, adults who want to get a design for Halloween party

Where are they now? On their social media trying to get something fun and cool for Halloween party.

What do I want them to do? To immediately stop scrolling and focus on my content/ad.

What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting? Tell them why it's so much fun exciting and cool, why they should care? Convince them how it's stylish awesome – Show how it or good for them.

Make them trust you – Let them know you've done it before or that others like it too.

DRAFT



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Caption: 🚗💫 **Why go to the car wash when the car wash can come to you?**💫 🚗

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