

What type of business/niche are we talking about?

My client is a property refurbishment and Property Maintenance, he does really good work. But it is not that much known in his area.

Business Objective:

I am trying to take this opportunity and make him famous and gain some more clients by **meta ads**

What he had tried before:

He has never tried to utilize any marketing channels to attract customers. He has never run some ads. Also have not that many followers on Instagram and Facebook (600-1000). Also he got very good reviews on google map

The source of your client's attention:

FB: 1.1k followers

Social media link:

<https://www.facebook.com/thebritishcontractor/>

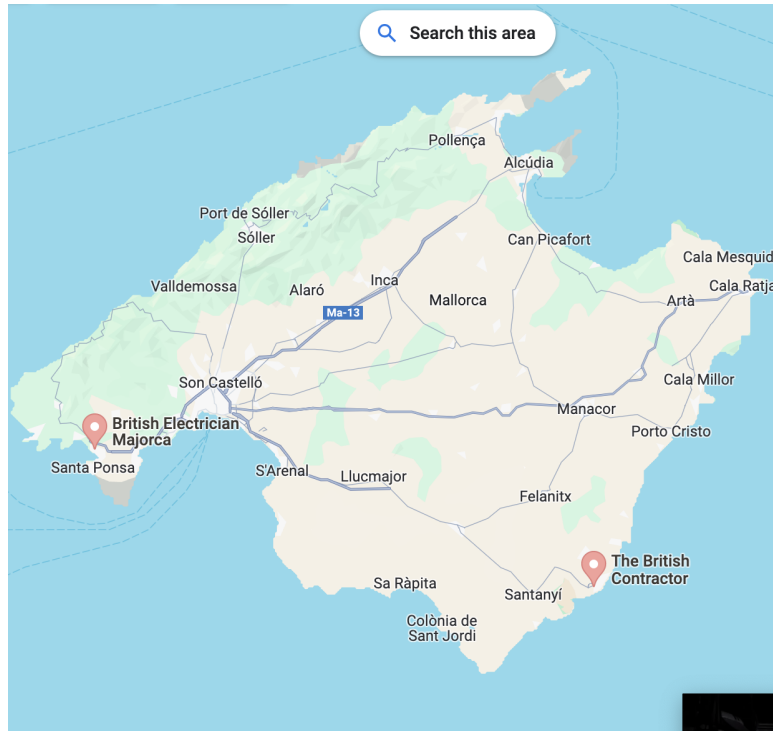
<https://www.instagram.com/britishcontractor/>

Website:

<https://www.british-contractor.com>

The only competitor they have in google map(they're waaay better):

Ps: This is Palma, Spain a island close to Spain



How am I planning to help him?

They never tried starting an ad in their social media ,So my first plan is :

- Set a video ad with their before and after photos(you can check the photos in facebook they are really hooking and impressive)

- Adding a lot of client reviews they really sat and write like a paid actor



Another long review :Can't praise Steevi Ware and his team at the British Contractor enough for their help and fast response recently when in the space of 3 days, I had one problem after another at our villa having hardly been used over last few years. The problems ranged from burst hot water pipes in the wall of shower early evening, sewer coming up through shower during day, burst pipe on pool shower, repair to kitchen electric sockets, electric blew when temperature was at 39 degrees and finally water pump stopped working and washing machine broke down. All was dealt with fast and efficiently by his trustworthy team.

The 24 hour emergency service is invaluable and the staff are always polite and very helpful, their work ethic exemplary and all workmanship is good and they keep me informed with pictures of the work as it progresses.

Have used Steevi for a lot of years now and seen him grow into the company he is now. Would definitely not hesitate in recommending him for any work you need doing. All our repairs have now been done without any mess or fuss, which hopefully will enable our family to enjoy our villa for the rest of the year without problems. Job well done. Thank you Janet and Jeremy.

- So in conclusion the ad short will be before and after works and some clients reviews and the speed work services

Any suggestions here ?

The goal of this submission:

You will be more famous and spread more in your area , also get new customers

Winner's writing process

Who am I talking to?

Middle-aged men and women, type of people (established careers, wealth accumulated). looking to get their kitchen or bathroom or something else refurbished

Who is my avatar?

John is a businessman who has a company which makes quite good money. When he comes back home , tired and wants to take a shower . He always enters the bathroom and sees that 1980's decoration, his face goes cringed, takes a shower and goes to the kitchen, the same bad look. His wife is always telling him to start looking for refurbishment companies. So one day he decided to change and fix his kitchen and bathroom.

Where are they now?

On their couch after taking a shower scrolling on facebook.

What business objective do I want to achieve with them?

I want them to click on the ad and take a look at our services while scrolling on IG/facebook.

Why is that important?

They have to see the ad and take a look at our services and work to make them book a call

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

At the beginning of the funnel, social media ads (Meta) will grab their attention and compel them to check the social media page where they will be booking a call .

What are their roadblocks?

- Lack of Guidance - they need someone to tell them who's the best in this field

- Fear of Losing/worker making a mess
- Fear of being not satisfied with the work
- Taking too long time or days to finish the work (they won't be able to use the kitchen or the bathroom for days)

What is my solution/mechanism?

- Making their place look way better then before and feel modern
- Do my best and be and finish as soon as possible
- Fix any problem in the house and any pipes , faucet

Current pains:

- Uncertainty about where to head for good work.
- Confusion about who is the best in this field .
- Scared of bad work and ruin their bathroom
- Emotional not sure about taking the risk

Current desires:

- Desire to have a good/modern places in the house
- Be happy when entering home after tired day
- Make his wife happy
- Friends and family will look and like it (client feel proud)
- No more pipes, faucet problem or water temperature stuff

Market awareness:

Stage 3: They know about their problems, and they know about the solutions existing in the space, but they do not know about my services.

Market sophistication:

Stage 3: they know that there's people who do those types of services but they need to pick the best one

Important factors for paid ad review:

This is the very first ad on this ad , the main goal is to get more followers . After we finish this i will start making an ad especially booking calls

THE AD (gaining followers)

I still did not make it (waiting the response of the client)

Otherwise:

Opening with :

1.adding photos from this post

(<https://www.facebook.com/share/p/rvXQWh2VmL5HUArh/>)(videos will be better if i find they have some)

2.Also adding customers reviews in a well structured look

3.Some good hooking song

4. mentioning our services

Link to video: (not yet)

The AD for booking calls

Opening : - **exciting song** "Have you ever heard about property refurbishment magic ?"

- Our magicians can do it with finger snap ! "finger snap video"
- "Showing before and after images (3)" with finger snap for each
- At the end , title "their reviews "
- Do you wish a finger snap on yours too ? Call us now

Link to video : <https://we.tl/7nDrW4VBxb>

My personal analysis:

I want to add a new idea to the field and unique with the upcoming clients which is taking a short video of the client close to what we serve him/her after finishing the work asking him what's your thought about the work/ the team / the quality and those stuff

Is this idea good ?

Here are the points I aim to improve:

- Getting the company to the next level .
- Looks more professional
- Huge number of followers
- People see our work
 - .reviews
 - .videos
 - . before and after photos / videos

This is just the area where i put messages that i will send to my client 👍:

So our first goal will be letting you get more followers on social media and people will see you work and book a call