

My goal and background information

My client is a water filtration/softener installer. We are running a free lead magnet (dechlorinating shower head) that helps people who face dry itchy skin and brittle hair. They book a free water quality test to get the lead magnet which then my client goes and sells them on a water filter/softener.

The goal of these ads is to create curiosity so they click the link and are taken to the landing page. There they will discover the true cause of their skin/hair issues (chlorine) and the solution (free lead magnet).

Who am I targeting?

- Women
- Ages 25-50
- Make 40-100k or more a year

Current Painful State?

- “my hair has been slowly breaking, looking dull and dry”
- “looks greasy and lifeless the next day”
- “it’s much frizzier and drier, and my curls don’t form properly”
- “My hair is frizzy and dull.”
- “My hair is right back to dead, frizzy, dry..”
- “Yes, my hair quality has gone to shit here”
- “My skin is so flakey after a shower”
- “my hair was always feeling oily but dry after a shower and a completely tangled mess that you could not brush through.”
- “My face is begging for more moisture an hour later”
- “One hairdresser actually had a look of disgust on his face at what he had to work with.”
- “Itching is so severe I can barely focus on anything else”
- Dry skin/hair
- Dull hair
- Itchy scalp/skin
- Damaged hair
- Frizzy hair
- Hair breakage
- Brittle hair
- “Why do I face such dry skin”

Current Dream State?

- Thick, Volumized hair
- Healthier hair
- Avoid hair loss
- Higher confidence due to hair that is thicker healthier and overall looks great
- Shiny hair
- Softer Hair
- Softer Skin
- No more eczema
- "First time my hairs ever felt like brand new silk sheets"
- "My hair is so easy to brush out."
- "no longer get out of the shower in pain from the dryness and itchiness."
- "hair feels so much lighter and cleaner!"
- Being complimented on their skin and hair (or asked how it looks and feels so good)

Avatar

Sasha, a 35-year-old woman facing hair loss and thinning, notices that her skin feels dry and itchy after showers. When her hair dries, it often becomes brittle and dull. Sasha also notices these effects with her kids and husband. Sasha feels upset as at work people are starting to take notice of her constantly itching her scalp and arms. She desperately wants to find a solution so her family can avoid these frustrating effects. Sasha knows the city uses chlorine to disinfect their water but doesn't think that it could be the reason behind her dry hair and damaged skin.

Awareness Level

Stage 2 (Know about their problem, don't know the solution, and don't know the product)

Sophistication Level

They are Stage 2-3 of the Market

Threshold Levels

- **Cost: 7-8/10** (It's a free product)
- **Certainty 6/10** (May be skeptical)
- **Trust 4/10** (May be skeptical to why its free or if there are hidden fees)

Last 5 Facebook Posts

- Additives in food
- Food recipes
- New gym workout
- How to make organic body wash, soap ect..
- Make up/ or skin care products.

What I want them to do

- Stop Scrolling
- See ad
- Swipe up a bit and read the copy
- Feel Curious
- Click Link to landing page

After Testing This Is The Winning Ad Creative



Ad Variant 1 (I tested ad creatives with this copy and it did really good)

When you touch your hair after a shower how does it feel?

Is it as soft as rose petals? Or does it feel as rough and brittle as an old broom?

Something you may not expect is responsible for your dry brittle hair.

Here's the truth

It's not your shampoo

It's not your conditioner

And It's certainly not your genetics

The culprit hides in plain sight, right where you least expect it

It lurks in your shower, silently drying your hair out after every wash.

If you want to achieve hair that is as soft as silk then click below and learn how to avoid this hidden culprit for good.

Variant 2

Dealing with dry brittle hair? Remove this to fix it.

Brushing brittle hair can feel like running a comb through straw.

Each stroke catches and snags, painfully tugging at your scalp.

Something you might not expect is drying out and damaging your hair

And no

It's not your shampoo

It's not your conditioner

And It's certainly not your diet

We've found the hidden culprit behind your dry brittle hair.

So we created a free and simple way to remove it.

If you want silky soft hair that shines, then click below and discover how you can remove this hidden culprit for good.