

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Wedding Photography

Business Objective: Get higher value clients

Funnel: Web Page

<https://voetpadfotografie.mypixieset.com/>

Top Player: <https://www.weddings.mightyfine.co.za/>

WINNER'S WRITING PROCESS

Who am I talking to?

- Women between the ages of 21 and 35 that just got engaged or are planning their wedding.
- Searching for the best photographer.
- Planning their wedding.
- Gauteng area.

Where are they now?

- High income suburbs in the Gauteng area.
- Viewing the FB page, and from there they click onto the web page to make the booking.
- Level 3, solution aware.
- Stage 5 - Look out for new mechanisms, experience and identity plays.
- Current state
 - Overwhelmed by all the planning required for the big day
 - Fear of not capturing all of the special moments
 - Fear of being misunderstood, embarrassed, and uncomfortable
 - Feeling passion & love, a desire to be seen feeling this way by their tribe (special moments)
 - Feeling achievement for finding a mate (Desire for tribal status because of this)
 - Seeking attention from their tribe
- Dream state
 - Photos that capture their passion & love
 - Video that piece all the perfect moments together
 - Make us feel special by going above and beyond for us.
 - Most special day of our lives!
 - The best people, captured the best moments
 - Exceptional service and support
 - Planning the photography and videography
 - We want responsiveness and professionalism
 - Captured each and every picture perfect moment
 - Treating us and our guests with the utmost respect
 - Bringing even more joy to our beautiful day
 - The most effortless and best
 - So helpful and so understanding
 - They blended in so wonderfully with everyone
 - Feel comfortable and at ease on the day
 - Capturing our wedding day so perfectly and truly has created a piece of art that we will forever cherish!
 - Make the experience so seamless and positive
- Current desire 9/10
- Belief in idea or solution 7/10
- Trust in company low

What do I want them to do?

- Stay on the page.
- Ask for a quote.

- Boost trust in the company
- Connect with their current desire (Dream state)

What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- Stay on the page.
 - Video clip moments from weddings
 - The first look - waiting for the bride at the altar
 - The first kiss - after being pronounced man and wife
 - The first ring - engagement, the second ring = wedding ring
 - The first sunset - Future dream state, amplifying happy ever after state
 - The first dance - Amplifying tribal status and attention, more dream state
 - CTA - Choose "Voetpad" First
 - Use movement, short video clips 1 to 5 above.
 - Your memories on Photo and Film
 - Dream state image
 - Aligning the product with the desire
 - Boost trust in company
 - So let's collaborate
 - Amplifying the desire (special moments, love and passion)
 - Taking the market sophistication back to stage 3 by reframing the mechanism: "At Mighty Fine, we don't just capture these moments; we craft them with you."
 - Boost trust and belief in the company
 - Provide social proof to increase trust
 - It's your day Hooray!
 - Use the level 5 market sophistication experience play
 - Tailoring the experience to your wedding
 - Boost trust in the company
 - Link to portfolio = social proof
 - Testimonials = social proof
- Ask for a quote.
 - Boost trust in the company
 - Connect with their current desire using image (Dream state)

Voetpad Photography

Home page:

- Video clip moments from weddings or images
 - The anticipation - waiting for the bride at the altar (getting their attention)
 - The kiss - after being pronounced man and wife (keeping their attention - increasing desire)
 - That BIG step - engagement, the second ring = wedding ring (play with time, to heighten desire)
 - The sunset - Future dream state, amplifying happy ever after state - amplify desire
 - The dance - Amplifying tribal status and attention, more dream state - increase desire
 - CTA - Choose "Voetpad" every step along your way.
 - Use movement, short video clips 1 to 5 above

• YOUR SPECIAL MOMENTS ON FILM

- Dream state image

We believe in going above and beyond on your special day. From planning the photography and videography to blending in wonderfully with your guests. At Voetpad we capture the best moments of the best people in an authentic and organic way.

Our seamless approach is a positive experience.

- Aligning the product with the desire
- Boost trust in company

• TOGETHER

- Amplifying the desire (special moments, love and passion)

Your love story is a collection of memories shaped by your journey together along life's path. At VoetPad, we capture every picture perfect moment along your way and craft them with you.

- Taking the market sophistication back to stage 3 by reframing the mechanism: "At Mighty Fine, we don't just capture these moments; we craft them with you."
- Boost trust and belief in the company
- Provide social proof to increase trust

- **Bringing even more joy to your beautiful day**

- Use the level 5 market sophistication experience play

We understand how much passion and attention to detail goes into planning your beautiful day. We provide personalized event planning services catering to your individual needs. We love what we do, and it shows. Enjoying your vision unfold on the day is pure joy.

- Tailoring the experience to your wedding
- Boost trust in the company
- Link to portfolio = social proof
- Testimonials = social proof

Case Study: Voetpad Photography - Elevating a Wedding Photography Business to Attract Higher Value Clients

Business Objective:

Voetpad Photography, a wedding photography business, wanted to attract higher-value clients by refining its digital presence and aligning its messaging with the desires and emotions of newly engaged women in high-income suburbs of Gauteng. The goal was to position Voetpad as a premium service provider by amplifying the experience and emotion of their photography and videography services.

Challenge:

The wedding photography market in Gauteng is highly competitive, and many brides-to-be are overwhelmed by the planning process and the pressure to capture every perfect moment. Voetpad Photography's challenge was to stand out from the competition, build trust with potential clients, and elevate their perception as a premium brand. Additionally, they needed to increase website engagement and convert more visitors into leads by asking for quotes.

Solution:

We implemented a tailored strategy based on the market research, which focused on understanding the target market and optimizing the brand's web page and messaging to connect emotionally with brides-to-be.

1. Website and Funnel Optimization:

- **Homepage Redesign:** We used dynamic elements such as short video clips and images to showcase the most emotional and powerful moments of previous weddings.
 - **Call to Action (CTA):** Clear and compelling CTAs were integrated throughout the page, urging visitors to "Let's Connect" and ask for a quote. The CTA was positioned alongside testimonials and social proof to increase trust and confidence in the brand.
 - **Social Proof Integration:** We incorporated testimonials from past clients who highlighted Voetpad's professionalism, attention to detail, and ability to capture each special moment. This boosted credibility and helped potential clients envision their own experience with the company.
2. **Social Media Integration:**
- **Instagram and Facebook Alignment:** We aligned Voetpad's Instagram and Facebook content with the website, ensuring consistency in messaging. Short video clips and emotionally resonant images were shared across social media to drive traffic to the website and reinforce the brand's promise of crafting perfect wedding moments.

Results:

- **Increased Engagement:** By optimizing the website and incorporating emotionally engaging video clips and images, Voetpad Photography saw an increase in time spent on the page and a lower bounce rate.
- **Boost in Quote Requests:** The clearer calls to action, along with the trust built through testimonials and video content, led to a significant increase in quote requests from the website.
- **Premium Positioning:** Voetpad Photography successfully positioned itself as a premium service provider in the wedding photography market, attracting higher-value clients who were looking for more than just photos—they wanted an experience and a story that reflected their love and joy.

Conclusion:

Voetpad Photography was able to enhance its digital presence, connect emotionally with its target audience, and establish itself as a trusted and premium wedding photography brand in the Gauteng area. This strategic shift not only increased engagement but also resulted in attracting higher-value clients who were willing to invest in capturing the most special moments of their lives.