

1. My client is a holistic massage therapist and was lacking attention, his goal was to generate more clients, so I did my research and found a top player from England (We're based in Ireland, and there were no obvious players here) They were running and had multiple meta ads targeting women on the younger side with UGC style videos.

- So I modeled them and made a rough outline in a way so I could write the ad instead
2. of UGC (as I couldn't find a local creator here in my town).

3. **Market research:**

Who exactly are we talking to?

- Women
- 35-60
- Dundalk, Ireland.

Problem?

- Stressed, Anxious, In pain/discomfort, fatigued.

Solution?

- Relaxing (Everyone has their method, but most likely sitting watching TV with food/drink), scrolling/watching something, sleeping, Stretching, Physiotherapist, Pain killers, etc.

Roadblock?

- The above methods are all inherently very short-term and only last an hour or two, once they get back into busy life stress and pains build up inside the body leading to tons of unhealthy side effects that "chilling out" can't help with, a total nervous system rest is needed. Physiotherapy is mainly for extreme injuries and is expensive.

Product?

- Physically unwinding the stress from the inside out (Guaranteed to work), an ultra-relaxing experience & much-needed change of atmosphere, much faster and lasting relief from pain and anxiety/stress, Time to themselves, bespoke for their problems.

Painful Current State

- What are they afraid of? Reaching out for help (nervous or anxious), their pain getting worse, or not being helped properly by so-called "professionals".
- What are they angry about? Who are they angry at? Muscle discomfort.
- What are their top daily frustrations? Kids causing trouble and feeling tired.

- What are they embarrassed about? Possibly being unable to do some things because of muscle pains.
- How does dealing with their problems make them feel about themselves? Compressed, disconnected, and anxious.
- What do other people in their world think about them as a result of these Problems? They think they're tempered or too tense all the time.
- What would they say if they were to describe their problems and frustrations to a friend over dinner? Busy working and has a tired body filled with knots. "Annoying tension in shoulders".

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like? Relaxed, Relieved, Reconnected, and Confident in themselves.
- Who do they want to impress?
- How would they feel about themselves if they were living in their dream state? The weight of the world has been lifted from their shoulders. Relieved from pain & stress, improved well-being, decompressed, reconnected, and confident.
- What do they secretly desire most? Feeling supported by others.
- What would they say if they were to describe their dreams and desires to a friend over dinner? Feeling spoiled & nurtured like a queen. Feeling lighter, almost "floating". Feeling welcomed and supported.

Values and Beliefs

- What do they currently believe is true about themselves and the problems do they face? That it's not the right massage that will help them but **the right person**, they believe most people just "go through the routine of the massage" and need someone to **know them first**. *"It's daunting to take the first step"*.
- Who do they blame for their current problems and frustrations? Unsure who to blame
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? They possibly tried working out like pilates to de-stress and relax afterward but only left them exhausted/Drained.
- How do they evaluate and decide if a solution will work or not? If it's concentrated on their problems, and not just "following a routine" the masseuse listens and shows they care for them. Making it "for them" "a truly individual feeling".
- What figures or brands in the space do they respect and why?
- What character traits do they value in themselves and others? Caring, sympathy, "Genuine interest", charisma (making others comfortable), "willing to go the extra mile for someone" (or going 100%),
- What character traits do they despise in themselves and others? Stressed out, being "compressed", rushing people/not working with them.
- What trends in the market are they aware of? What do they think about these trends? Physiotherapy thinks it's slightly annoying, painful, and probably expensive.

Avatar:

- Catherine is 49 years old.
- Has a husband and kids, and lives in Dundalk Ireland.
- Has friends and lots of family who argue from time to time, grew up with siblings.
- Daily: Has kids as a big priority, she thinks her husband is a bit lazy. Talks to family and friends a lot, and sometimes has the occasional night out. Has a part-time job or does a lot of errands which leads to stress and tiredness. Has a nagging back/shoulder pain that is just bearable enough to be reminded it's there but not take action on it. At the end of the day she relaxes on the sofa on Facebook or TV with food and maybe some wine, just about does it for her relaxation needs but it is not very special for her anymore.

4. **Sophistication for my local market I put at level 4** as there are other massage therapists (mechanism) and they are competing but aren't at level 5 identity plays, niching down, or experience focused yet.

Awareness is level 3 solution awareness, as 99% of women in this market have heard of multiple different solutions for stress and muscle pains but aren't aware of my client's brand.

5. This is a massage therapy business, he is in the health and wellness niche and isn't too "niched down". Mainly for stress relief and muscle pain relief.
6. **Product:** My client is an expert in this field and prefers to do a diagnosis in session to treat his patients, usually for relaxation, muscle relief, or some other personal conditions.
7. Currently has no website yet and isn't busy enough for me to say he needs one, he's my first client and I'd need to show him some results first before I make him leap to setting up a website.

FB: <https://www.facebook.com/profile.php?id=100071824600696>

Insta: <https://www.instagram.com/massagedundalk/>

I am currently getting on to my client with new banners for FB & Instagram, and also getting a professional photo of him for the profile photo for added trust.

8. He has repeatedly tried to take an organic approach to his promotion but I believe he failed from mismatching sophistication to level 2 and their awareness to level 4 product awareness. He has also tried to run meta ads based on discounts and the same pattern of problem repeated itself, he didn't see any success there.

I believe it lacked the real monetization elements and copy matching their current states. Not to mention calling him is a somewhat big ask for a CTA, am I wrong? I would've just had a message link.

9. Source of attention: It is mostly very low-end organic numbers for attention, which is the only thing I could track.

10. Revenue: He does have another job this is more like a side hustle, and he has a couple of clients a week on and off.
11. Attention stats: I can't tell you the organic views for a FB post but his recent massage giveaway has seen 10-18 likes on the high end. (this is the real problem)

W.W.P. breakdown for top player: Spa & massage top player ads

(I haven't seen the recent new ads yet.)

Who am I talking to?

- a. Middle-aged women 35-60 (see research above)

Where are they now?

- b. Scrolling on Facebook
- c. Level 3 - They know they have stress/aches and know about massages.
Stage 4 - Showing a new form of mechanism as better.
- d. Current State - Stressed, in pain, Anxious, Tired, Compressed, disconnected, "annoying tension & Knots in the body".
- e. Dream State - Relaxed, Relieved, Reconnected, Confident, feeling supported, feeling lighter.
- f. Perceived cost is **fairly high** "*It's daunting to take the first step*" - money, time, effort.
- g. Dimmed the pain right now
- h. Belief in the idea - Moderate to high, know massages work, but think it's just some lady going over a routine on them, **they want to believe in the person** and how much they care about helping them with their specific problems.
- i. Trust/knowledge in the company - Zero (don't know him)

What do I want them to do?

- j. Stop scrolling
- k. Read the ad
- l. Send a WhatsApp asking about availability.

What do they need to experience/think/feel to do that?

- m. Stop
 - i. Beauty / Skin
 - ii. Pattern interrupt
 - iii. Color contrast

- iv. Showcasing the thing they want
- n. Read the ad/lead to contact.
 - i. Promising the desired outcome + mechanism
 - ii. Claiming competence
 - iii. Build trust.
 - iv. Increase value and lower cost in their eyes.
 - v. Listing out/describing benefits in more detail
 - vi. Connecting benefit to the mechanism
 - vii. Simple schedule now CTA
 - viii. (Have a location in CTA to make sure the reader knows it's for them and their area, boosts familiarity)

Meta ad strategy:

- My ad strategy was just to use the following ad copy and creatives using the W.W.P. formula and since I couldn't test click for individual elements I was going to run different ads with new hooks and bodies on different days and get the number of leads my client got as the test figure. (The no website work around for the moment)

Meta ad copy:

Your relaxation should be tailored for you, with no interruptions.

That's why we have someone here for you. He will get to know where all your pain points are and he will go the extra mile for you to feel truly decompressed and refreshed.

Your new massage therapist Bobby Conlon has 20 years of expertise and is guaranteed to unwind your tension with personalized treatments, so you can reconnect with yourself pain-free.

Just see what Michelle left on her review:

"I was so nervous (didn't know what to expect) and my god he made me feel so comfortable he has magic hands, I left feeling like I was on a cloud. I have never felt more relaxed than I do now can't recommend him enough"

Here are the side effects you'd see from your well-earned massage:

Reduced anxiety

Improved sleep quality

Pain management for back pain and headaches

Improved posture

Put your well-being first, and people will notice the new "relaxed" you.

You might be expecting such an experience (that you will feel for days on end) to cost you well over €200, but that's where you're mistaken.

Special offer for first-timers: **€60 for any treatment you need** (usually 1 hour).
Limited availability.

Offer will end once we reach full capacity

Find out if you're lucky enough to get this deal before it's too late, send Bobby a message below and ask "When can I be booked in?".

2nd tester meta ad copy:

This secret to real relaxation will leave you “floating” in relief.

This stress and muscle pain you are feeling is building up in your body and it needs to go.

That's why we have someone here for you. He will get to know where all your pain points are and he will go the extra mile for you to feel truly decompressed and refreshed.

Your new massage therapist Bobby Conlon has 20 years of expertise and is guaranteed to unwind your tension with personalized treatments, recommended for your personal stress & pain relief.

Just see what Michelle left on her review:

“I was so nervous (didn't know what to expect) and my god he made me feel so comfortable he has magic hands, I left feeling like I was on a cloud. I have never felt more relaxed than I do now can't recommend him enough”

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(see creative below)

<https://drive.google.com/file/d/1YMgK8POHdpkXnvscFgDd2Lsm1DiMdozg/view?usp=sharing>

Personal analysis:

I have spent a while working on this, so it's painful to not have access to a website for accurate testing data. I am planning to get him some results from this and then pitch a website to go along with it once I've earned more trust.

The current copy I fear is too long but since I have no landing page to write further I felt it necessary to establish everything in the ad itself. I think I should shorten it down a lot and am planning to test that out. I will test different headlines too, as I believe the current 1st one could be stronger.

All that aside I believe I did an alright job for my first real client's ad, and just need to see how it performs and how the testing variations will go. Maybe another platform will be needed to reach the audience better, I'll have to test for it.

Thanks for the review by the way, helps a lot.