

What's the objective?

Hey Gs, I am from ECOM campus. Please review my copy for my product testing.

跨境 我的世界磁力方块搭建积木玩具 厂家货源 量大价优
3C/EN71/CE/10P/ASTM/CPSIA/CPC 支持定制 贴牌合作



Educational Benefits:

- STEM
- Motor Skill
- Focus & Patience
- Creative Thinking
- Cooperative Ability

Build a 3D Mag-World
Magnetic Building Blocks -
Building My Magnet World Edition





This is a Minecraft puzzle which comes in 100 sets of blocks. Children can create any constructions they dream about with these blocks. Package comes with an Idea Booklet which children can use to start getting inspiration. Minecraft is a famous trademark product but I am not using the name Minecraft anywhere in my copy. Instead I am using MagniBlocks.

Context:

I haven't tested this product yet. There are two brands in the USA that started selling this product recently with the ad angle of "Children getting glued to TV".

And I want to angle this as a perfect puzzle to promote creativity and imagination in kids whilst keeping them away from screens.

Four Questions:

1) Who are you talking to?

☐ I am targeting Parents with children aged between 3 to 9. We have millions of children within that range in the UK and Ireland so I am targeting both the UK and Ireland initially. Once my campaign works, then I will target the same target customers in other English speaking countries USA, Australia, and New Zealand.

2) Where are they now?

a) Current State:

Parents are always looking out for good and better toys which are both educational and playful. Children can play these games on their mobile phones or tablets but that means Children have to be glued to their screens.

And there are growing concerns of Digital eye strain, eye fatigue starting with children. Some parents are aware of this and they try to limit children screen time but often it will be unsuccessful because children need to be provided with alternative toys or puzzles.

b) Dream State:

Every parent wishes that their children are healthy, smart and learning good things. With our MagniBlocks, they can see their children having reduced screen time and playing with these blocks to build constructions of their imagination.

Once they are happy with this product, they can refer to my product among their group of friends.

c) Solution aware:

Yes, parents are solution aware and they buy Minecraft toys normally. We will brand it in such a way that we are market leaders of this product type.

d) Sophistication Level:

I would say Stage 2 or Stage 3 based on my analysis.

e) "Is the value I'm going to get worth it?"

7/10 → Yes, parents can benefit from this product intensively. As mentioned in the dream state, they can see their children building their imagination. Also less screen time means less eye issues.

f) "Will this work for me?"

7/10 → 100% yes. This will work for me.

g) "Do I trust the company/person?"

As I am starting the Ads, there won't be good engagement. So Customers may feel my website looks scammy. But I have taken good measures to include social proofs, customer testimonials.

h) Roadblocks:

They are aware there is a solution but I think with enough marketing we can stand out to these customers.

The roadblocks would be how many sets they need to buy if they want their children. Also Parents may feel this would just be another toy laying around the home so they don't want to buy this product.

As I mentioned before, with enough marketing we can make this product stand out and the social engagements in the FB ads can be proof.

i) Solution:

Parents will see their children playing with the puzzle and building their imaginative and creative skills.

Parents will be happy to see their children are not glued to the TV, mobile or tablets.

3) What objectives do I want them to do?

- I want them to see my Facebook Ad copy and then see my FB Ad video and click on the Shop Now button.
- Then go to the product page and see my copy, which explains more about the product following the problem, amplify, solution, feature and benefit and go ahead to purchase.

4) What does the reader read to experience to take that action?

- ☐ I am following the FB ad copy similar to what is already performing well.
- ☐ They need to see my Ad and perceive my company as an Authority.
- ☐ Then they need to go to my product page and read my copy in which they need to visualize what is the current problem with their children glued to their mobile, then get agitated then read the solution and then read the benefits then read all the use cases of buying the product then see the social proofs then proceed to buy the product.
- ☐ Then I want them to scroll through my product page and read all my other descriptions, featured Customer Testimonial and Customer reviews.
- ☐ Then they need to click on Add to Cart and they also need to see that they are getting incentivized if they purchase more than 1 product. Then they need to decide how many products they want, and they need to proceed to purchase this product.

Value Ladder:

I want to sell this for £53.99 and I am also giving offers for Volume Discount.

Value Equation:

This is more of an Impulse Purchase, so we need to trigger the right emotions and specify this is the right product to resolve their pain points.

And Video Ad should respond to their common hesitations in purchasing this product.

As I am Dropshipping, there is no brand awareness.

Dream Outcome:

Parents will feel relieved watching their children build their dream castles and constructions. And Parents can stop worrying about their kids getting glued to the screens.

This Ad and the copy are not tested yet.

FB Primary Text: (Written by me)

The perfect puzzle to spark creativity and Imagination in Kids whilst keeping them away from screens.

- Helps in promoting STEM and Motor skills
- Helps in Creative thinking and Imaginations skills
- Helps keep your child away from Screens

Comes with our Stress free 30 days Money back guarantee

Get Yours Now to watch your kids not getting glued to screens.

<Product URL>

FB Primary Text: (With the help of ChatGPT)

MagniBlocks let kids use their imagination to build anything they dream up.

- Develops critical STEM skills
- Encourages creative thinking
- Provides engaging, screen-free fun
- Safe and durable for long-lasting play

Plus, with our 30-day money-back guarantee, you can shop with confidence.

Get MagniBlocks today and watch your child's imagination soar!

<Product URL>

Headline: (Written by me)

MagniBlocks™: Helping children to develop their Creativity and Imagination.

Headline : (With the help of ChatGPT)

MagniBlocks™: Picture them building their dreams!

Secondary Text: (Written by me)

Free Shipping until the stock last

Secondary Text: (With the help of ChatGPT)

Free Shipping Until Stock Runs Out

Product page description: (Written by me)

MagniBlocks are the perfect puzzle in modern age to develop creativity and Imagination in kids. Of course, you can think that children play these on their phones, tablets or video games with similar puzzles. But Digital Eye strain, Eye fatigue is a serious concern and is affecting more than 50% of children in the UK and Ireland. So it is very important to replace their screen time with something that challenges creativity and imaginative skills.

With 100 blocks of MagniBlocks puzzle, your kids can build anything creatively from their dream which will develop their imaginations skills. Also this can keep your kids away from the screen for hours on end daily.

Benefits:

- Helps in Creative thinking and Imaginations skills
- Helps keep your child away from Screens
- Comes with our Stress free 30 days Money back guarantee

Product page description: (With the help of ChatGPT)

Too much screen time can lead to real issues, like poor sleep and eye strain, while keeping kids from being active and creative.

MagniBlocks offers a fun way to get kids off screens and into hands-on play. They'll be building, imagining, and learning all at once.

MagniBlocks are magnetic building blocks that kids can use to bring their ideas to life. They're safe, durable, and perfect for creative play.

Benefits:

- Encourages creativity and imagination
- Builds essential STEM skills
- Promotes healthy, screen-free fun
- Safe and built to last for years of play

Product Image 1 Explanation: (Written by me)



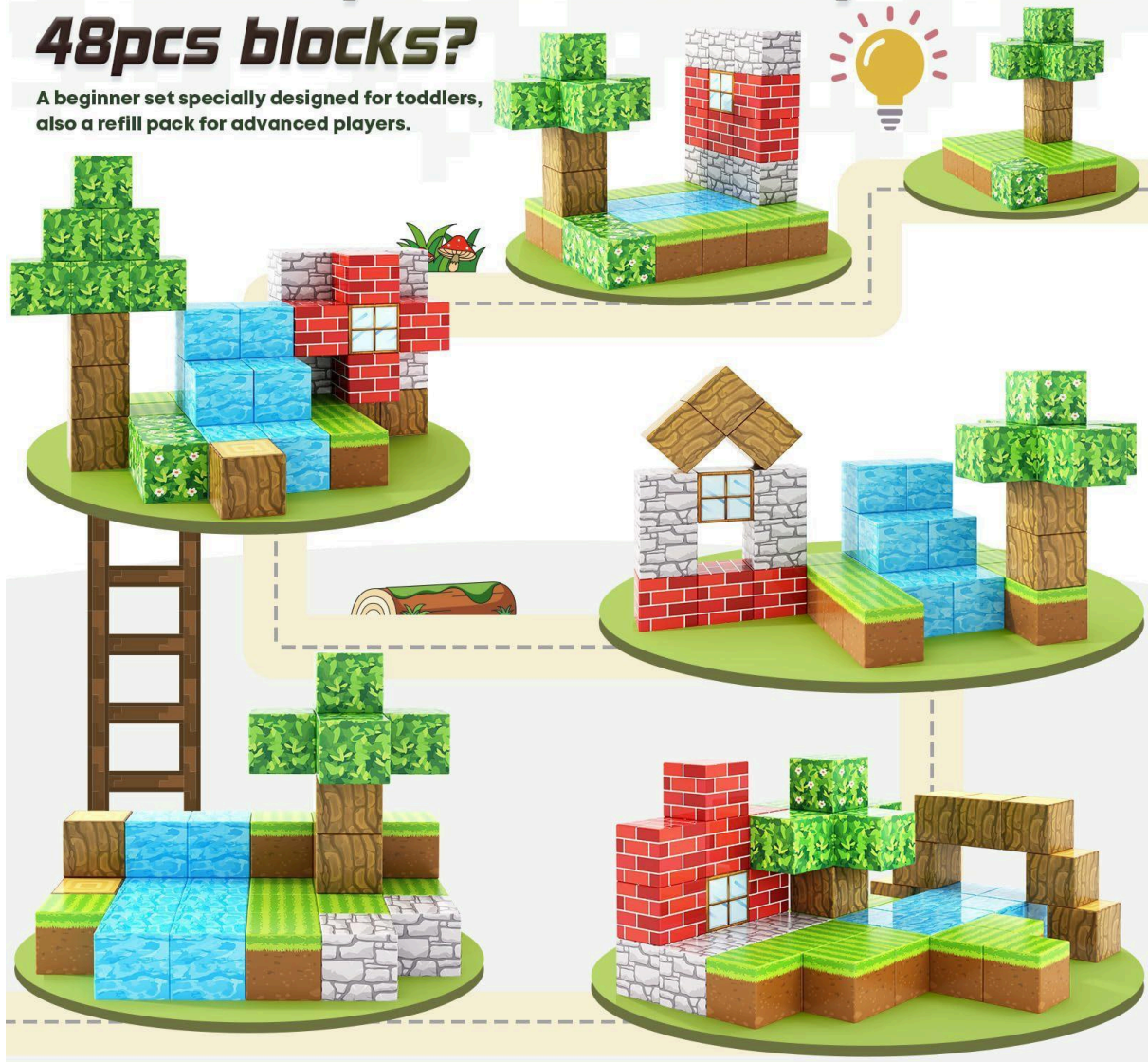
Unlimited Learning Potential

Unlock creativity and critical thinking with MagniBlocks. Perfect for hands-on learning, these blocks boost STEM skills, motor development, and cooperative play.

Product Image 2 Explanation: (Written by me)

What can you build when you have 48pcs blocks?

A beginner set specially designed for toddlers, also a refill pack for advanced players.



Great for All Ages

MagniBlocks can even be enjoyed by toddlers aged 3 and up. Starting with these simple designs, kids can grow their building skills and creativity over time.

Product Image 3 Explanation: (Written by me)



Thoughtful Christmas Gift

Make this Christmas unforgettable with MagniBlocks. The perfect gift that sparks creativity, fun, and family bonding. A holiday surprise that kids will cherish all year round!

Product Image 4 Explanation: (Written by me)



One Puzzle, Endless STEM Learning

MagniBlocks combines creativity, imagination, fine motor skills, and color recognition in one engaging puzzle. A fun way for kids to develop all four essential STEM skills while building and learning!

My personal Analysis:

I feel the FB Ad copy written with the help of ChatGPT is quite comprehensive. It is better than my own writing in explaining the benefits, CTA.

For the product page copy, I feel the one written by me is going quite deep in explaining the problem with some statistics. This statistics can help to create agitation among the customers. Then proceed to read the solution and the benefits then proceed to buy.

But I am still not very clear if this can really convince my customer to make a purchase. I can see the competitors' ad engagement is enormous and is increasing every single day. And I need to make it right with correct marketing. In terms of marketing in the video ad, I have used different scroll stoppers one as a christmas gift, then the other is targeting grandparents, the other is targeting parents, then targeting parents by highlighting their children's sedentary lifestyle. So, I think there will be enough traffic coming into the store and I need to have the right copy to convince my customers.