

Requirements:

Personal analysis:

- I modelled this ad from a Top Player, have no reason to believe it won't work once I test it.
- Here's the original: <https://www.facebook.com/ads/library/?id=706758201669399>
- My question is: is there enough variation in my body copy? When testing should I be testing different pains/desires?

Weaknesses:

- The Top Player I modelled has a younger target market, I'm unsure that I've done a good job at tweaking the copy enough to connect with an older demographic.

Attempt to fix:

- Briefly featured my demographic in the creative
- Got rid of some void customer language the Top Player was using

Copy is untested. I take over the Meta ads for this business September 1st so just getting some ad variations read to test.

Testing strategy:

- Model Top Players and create 5 different variations of body copy to test at £10 per day. Run with the best performer and scale.
- I'm aware my strategy needs some work, any help with this would be greatly appreciated.

Funnel: Meta Ad > Product Page > Basket > Checkout > Thank You

Push-ups: <https://rumble.com/v5as47p-advanced-copy-review-submission-130824.html>

WINNERS WRITING PROCESS

Business Type: Pet Supplies E-commerce UK store

Business Objective: Get target customers to click through to product page with buying intent

Funnel: Meta Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Women 40-65
- b. United Kingdom
- c. Dog owners - "Dog Mums"
- d. Facebook and Instagram users

2. Where are they now?

- a. Physically: Relaxing scrolling through Facebook or Instagram (passive attention)
- b. Market awareness: Level 3 or 4 (Call out known solution the offer the product as the best form of solution OR Buy now, urgency, scarcity, risk-reversal, social proof, crank pain/desire/need)
- c. Market sophistication: Stage 5 (Niche down, Identity play, Experience, new mechanism)
- d. Levels
 - i. Current feeling of pain/desire: Low, it's not really a big pain/desire.

- ii. Current belief the idea will work: High, it's a bag, what can go wrong?
 - iii. Current trust in company: Low, no prior familiarity.
- e. Current state
 - i. Embarrassed they forget poop bags on their walk
 - ii. Annoyed they have to carry a backpack
 - iii. Frustrated at the chaos of owning a pet
 - iv. Annoyed at squished treats in bottom of bag
- f. Roadblock
 - i. Unorganised and chaotic dog walks
- g. Solution
 - i. A bag that organises their dog walks
- h. Product
 - i. Dog walking bag
 1. Included accessories, detachable plain strap, dog treat bag and poo bag clip
 2. Adjustable, detachable strap
 3. Water-resistant, wipe clean practical product
 4. Internal and external zip pockets
 5. Wipeable lining
 6. Poop bag dispenser on the side
 7. Three colour options- Black, Latte, Sage
 8. Four co-ordinating straps available separately
- i. Dream state
 - i. Desire for unique and instagramable products
 - ii. Ultimate convenience and organisation in their busy life

3. What do I want them to do?

- a. What will their biggest objections be?
 - i. Will it fit with my outfit?
 - ii. Will it be some cheap thing from china?
 - iii. Will it have any toxic chemicals?
 - iv. Is it easy to clean?
- b. What's in it for me?
 - i. Organisation and convenience while walking your dog
 - ii. Instagrammable product you can show off
- c. Why should they buy this bag over other solutions on the market?
 - i. Discount - 20%
 - ii. Cheaper than other options on the market (cocopup bag)
- d. Stop scrolling and read ad
- e. Click link with intent to buy

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

- Grab attention with creative and hit dream state increasing desire for product
- Call out avatar
- Hit dream state with body copy
- Handle main objection
- Buy now - scarcity/urgency/risk-reversal/discount

DRAFT

Creative: Close up b-roll of product, tiktok music

Link: <https://www.youtube.com/shorts/876KblqqLnY>

Headline: 20% OFF until *Date*

CTA: Shop Now

Body copy variations:

V1:

ATTENTION DOG MUMS ⚠️👋 Make every walk a breeze with the [Business name] Dog Walking Bag! 🐕✨ Stylish, practical, and available in Black, Latte, and Sage. ☀️ 20% OFF Today – Grab yours before they're gone! 🐾

V2:

WALKIES JUST GOT BETTER! 🐕✨ Level up your dog walks with the [Business name] Dog Walking Bag! 👜 Carry all your essentials in style, choose from Black, Latte, or Sage. 🐾 Limited Time 20% OFF – Click to shop now! 🛒

V3:

DOG MUMS, THIS IS FOR YOU! ⚠️👋 Keep your hands free and your pup happy with the [Business name] Dog Walking Bag! 🐾 Available in Black, Latte, and Sage for a perfect outfit match. 🐾 Get 20% OFF Today – Don't miss out! 🐕

V4:

DOG MUMS, THIS IS FOR YOU! 🧑🏻 Ditch the disorganised chaos and upgrade to the [Business name] Dog Walking Bag. 🐕 No more squished treats or forgotten poop bags, just convenience and style in Black, Latte, or Sage. 20% OFF Today ☀️

V5:

HEY DOG MUMS, LISTEN UP! 🐾 Transform your walks with the [Business name] Dog Walking Bag 🛍️ Featuring a poop bag dispenser, zip pockets, and water-resistant material in Black, Latte, or Sage. 🎉 20% OFF Today – it's the ultimate dog-mum accessory. ☀️