

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Property Management

Business Objective: Get more Attention

Funnel: Via FB Ads

WINNER'S WRITING PROCESS

Who am I talking to?

- a, Tourists
- b, locals

Where are they now?

- a , Scrolling on FB
- b , current levels

- 1 pain/desire :- 4/10 have desire for the service which is not urgent.
- 2 belief:- 5/10 belief in the idea of property management.
- 3 trust :- 2/10 which is very low.

c, Current State

Poor Cleaning Service

Lack of Professionality

Lack of Comfort

Poor Communication

d, Dream State

Clean , Fantastic communication , Friendly Team , Professional , Comfortable , Hospitality

What do I want them to do?

a, stop scrolling and read the ad

b, click on the link to rent the house

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

a, stop scrolling and read the ad

1 offer something in return if they book at one of our properties eg. free ride to and from the concert

2 color contrast on the ad

3 using a famous singer image on the ad

b, click on the link to rent the house

1 free ride offer :- book a stay with us and get a free ride

DRAFT

Enjoy the Comfort You Deserve & Ride for Free!

Reserve a 5-night stay at one of our spotless properties during the concert and enjoy complimentary rides to and from the event. Experience ultimate comfort, clean rooms, convenience, and exceptional service. Reserve your stay today!"

Final FB Ad Result



The advertisement features a central image of David Gueta with his arms outstretched, wearing a white t-shirt with a black splatter design. He is illuminated by blue stage lights. In the top left corner is the 'GUEST READY' logo, consisting of a stylized orange and white square icon followed by the text 'GUEST READY' in orange. In the top right corner, 'DAVID GUETA' is written in a light blue, handwritten-style font. Below the logo, the text 'BOOK A STAY WITH US &' is in white, followed by 'Ride for Free!' in a large, bold, blue script font. At the bottom, a white text box contains the message: 'Reserve 5 nights at one of our properties during the concert dates and enjoy complimentary rides to and from the event.' To the right of this text is a blue rounded rectangular button with the white text 'Book Now'. In the bottom left corner, the text 'POOL CLEANING SERVICE' is visible in a small, white, all-caps font.

GUEST READY

DAVID GUETA

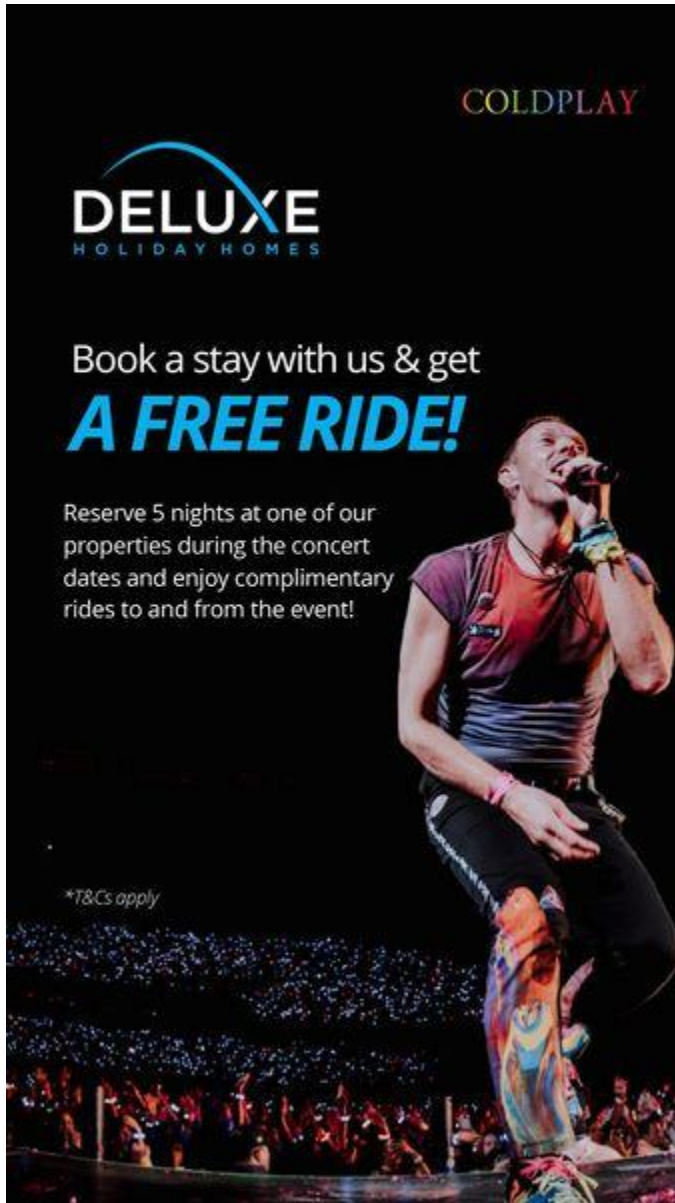
BOOK A STAY WITH US &
Ride for Free!

Reserve 5 nights at one of our properties during the concert dates and enjoy complimentary rides to and from the event.

[Book Now](#)

POOL CLEANING SERVICE

Top Player FB AD

A photograph of a Coldplay concert performance. A band member is in the foreground, singing into a microphone, wearing a purple t-shirt and black pants with colorful, abstract patterns on the lower legs. The background shows a large, dark crowd of fans at a night concert, with some lights visible.

COLDPLAY

DELUXE
HOLIDAY HOMES

Book a stay with us & get
A FREE RIDE!

Reserve 5 nights at one of our properties during the concert dates and enjoy complimentary rides to and from the event!

*T&Cs apply