

Awareness and Sophistication

The ceramic coating market is **solution aware**. “Ceramic Coating” had the highest volume and was the most competitive search term according to SEMrush. My top competitors keywords suggest solution aware according to similar web.

Funnels to take them through the awareness stages

At the search engine (Active Attention)

“Ceramic coating near me” -pay per click

→ Landing page (home page) that calls out the known solution and offers the product as the best solution. **Current pain/Desire** is at a 3 so i'll need to raise the desire by showing the dream state - Video of a mirror finish on a vehicle. Water rolling off the surface highlighting ease of maintenance - option for PPF on home page. **Current belief the idea will work** is at a 4. Raise by a demonstration of results, testimonials and guarantee. **Trust in the company** is at a zero. Company is relatively unknown and it will be a sponsored link. Raise by highlighting the company is certified. Include the Randy Mancini testimonial (social proof). Include photos of the body of work. Assuming the home page raises the “buy now” levers, they will be at the product aware level.

→ Form to fill out contact and vehicle info to get a Free quote

→ Phone call to close the lead. \$\$\$

Meta Ad (Passive Attention)

Scrolling on Facebook or viewing stories/scrolling on IG

→ Ad that calls out known solution and offers the product as the best solution. Raise **pain/desire** by highlighting the dream state - mirror finish on a vehicle. Water rolling off the surface highlighting ease of maintenance - state that we are a mobile service that “comes to you”. Raise **belief** with a brief description of how the coating works with video of it being applied and then water rolling off a shiny vehicle - quick statement of guarantee. Raise **trust** by stating we are Gtechniq certified with brand icon. This brings them to the product aware level.

→ Form to fill out contact and vehicle info to get a Free quote

→ Phone call to close the lead. \$\$\$

Sophistication

It looks like the market is at a **Stage 5**. One top company is using a labeling trick to reset to stage 3 buy saying, “not just a detailer, but a surface specialist”

I've seen other competitors niching down to “specializing in Tesla care”

An identity play used states, “ something for the daily drivers & weekend track warriors alike!”

An experience play I've seen is that the service gets added to your carfax report.

The business I'm working for is offering an experience play by going to the customer to do the work.

Potential Moves Available

Possibly niching down to the car show market. Offer low-ticket item(entry level 2 year coating) and sell a touch-up service for maximum aesthetics before a show.

Making an identity play to "car enthusiasts" by connecting it to their values of high-performance, top-of-the-line, best looking vehicles.

I'm just spitballing here but maybe a reframe from "ease of maintenance, and shiny car" to "Impress everyone on the road" or "Stop people in their tracks with a single glance at your car" Why do people buy nice cars? So they can be seen and appreciated by others. Speaking directly to that might work as a solid reframe.