

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Market research-  market research massages

Business Type: Massage studio

Business Objective: Booking massages

Funnel: Facebook advertising

WINNER'S WRITING PROCESS

Who am I talking to?

- Demographics-Living in Sofia, income 1500-3000 BGN
- Men and women-35-64 years mainly women
- Working, overworked people, with muscle pains in the body

Where are they now?

- They passively scroll through Facebook

Current Levels

Pain/Desire - 3/10 there is some pain and discomfort but not sharp/dull at the moment

Believing in the idea that massages help - 4/10

Believe in Studio Synergy - Almost none - 1/10

Levels of awareness, education, thresholds

-Awareness- Level 3, they are aware of the solution

-Sophistication-level 5, the market is tired of brands experience play-customer pampering, pleasant -experience, individual attention

-Thresholds

Is the value I will get worth it?

-Desire/pain low, muted- super cost, reducing effort and time sacrifice

Belief that the idea/product will work?

- On average, they believe that massages help, but they think that they are an expensive, time-consuming pleasure - social proof, we show results, clarification that the product is exactly for people like them. Guarantees, "price" reduction

Faith in the studio-quite low

-Social proof, authority, showing leadership

Current state

-They passively scroll through Facebook, the constant pain is numbed at the moment bcz they are focused at the socials

Pain state

-If you are a person who likes to relax or has pain that prevents him from having a normal daily life

-Stiff shoulders

-I had tension and pain in my muscles, and my work at a desk put a strain on me

-A lot of tension in my body

-I had back pain as a result of my work

-chronic back pain

Dream state

-A very good massage therapist with a human attitude, who understands his work, taking into account individual needs and characteristics.

-Great massage at a great price!

-After the massage I felt like I was reborn.

-After the massage, you feel like you are flying!

-It was a pleasure to visit this studio, it was a super relaxing and restorative massage.

-The guy knows what he's doing, I'm always amazed at how he deals with my ailments!

-Visible results immediately after the 1st procedure.

What do I want them to do?

-To stop scrolling

-To read the ad

-To click send message or call to make an appointment

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

To stop scrolling

-Interesting video/image bright contrasting colors to stop scrolling with dream state/special offer text on it

To read the ad

-To begin by calling the avatar, with dream or pain state, because pain is muted and desire is muted / a title in which they will recognize each other

-Short and specific copy, testimonials and credibility-building authority

-A brief explanation of what therapeutic massage with bullet points helps for

-To click send message or call with the intention of making an appointment

-A short CTA to send a message or call, some kind of constraint or urgency, and the promotional price

What effects should I cause in their minds?

-Attract the attention of the reader

-To arouse and intensify the pain/desire

-To build trust, understanding and authority

-To uncover the roadblock, the solution and connect it to the product

Personal Roadblock: Wondering if the paragraphs are too long, and do I amplify the pain and the dream state strongly enough.

Self analysis: In my humble opinion the copy is mediocre, maybe its because i look it for 2nd hour now, the CTA is not that punchy

DRAFT

Hook 1: Get rid of chronic pain in the back, neck and shoulders, and get instant relief in your body with an individual healing massage in Sofia!

Get rid of chronic back, neck and shoulder pain with an individual healing massage in Sofia!

These permanent pains prevent us from carrying out our daily duties and enjoy the precious time with our loved ones.

The constant tension in your back and shoulders leaves you drained, stressed, and low on energy. Remember what it felt like to move freely, without pain?

Allow our rehabilitator with over 10 years of experience to relieve you of pain with a professional healing massage, focused on the part where you hurt the most and fully tailored to your body's needs.

Feedback from our satisfied customer:

"I came with stiffness in my arms, neck and lower back, pain in my back and numbness in my right arm. After the therapy, I left a new person" - Natalie I. ★★★★★

Experience instant relief in your body and feel reborn with our professional healing massage (60 minutes), until the end of the week BGN 45 instead of BGN 60!

Creative below 

**It's a 10 second video, the lady receives
massage**

