

TAO OF MARKETING Website Pool Service

Business objective- To monetise Attention on the Website. To get them to send us a message about their situation.

The goal with his business is to expand into the pool cleaning market and get clients on his own.

He currently gets most of his clients through another company that builds countercurrent systems, where he does the service for them.

Analyse top players + Market research

☰ Analyze The Top Market Player Conmal

☰ Market Research Template Pool Cleaning (mostly German)

Winner's Writing Process

1. Who am I talking to?



- a.
- b. Martin
- c. 36 years old. Lives with his girlfriend in a decent-sized house. He earns a decent amount of money.
- d. They are a pool owner
- e. Pain points
 - i. His pool is dirty, because of
 - 1. algae
 - 2. Limescale deposits
 - 3. has a light green tone
 - 4. is in a light milk-like state where it isn't as transparent as normal water
 - 5. other.
 - ii. His pool technology has a problem
 - 1. a leak
 - 2. filter doesn't work any more
 - 3. other.

- iii. He is going on holiday and nobody can take care of the pool
 - iv. He needs to do seasonal cleaning
 - 1. before the winter
 - 2. after the winter
- f. Desires
 - i. want to enjoy a pool without the hustle
 - ii. want a clean awesome looking pool
 - iii. wants everything to just work and nothing to break down

2. Where are they at now?

- a. Level 3 Market Awareness
- b. Level 4 to 5 Market Sophistication
- c. Current State
 - i. Their pool is in a State they don't like
 - ii. Their pool is either dirty, or has algae.
 - iii. They are away on holiday and nobody can take care of their pool
 - iv. Their pump doesn't work probably anymore
 - v. They want somebody to do their seasonal cleaning
- d. Dream State
 - i. Their Pool looks brand new now
 - ii. Their pool magically cleans itself and they get to have more time with their family
 - iii. They warrant their pool the right way however they still something get dirty
- e. Value: Currently it's at 4, but it needs to go to 5
- f. Will it work for me?: Is at 3, needs to go to 6
- g. Trust: At 2, needs to go to 6

3. What do I want them to do?

- a. Find our website through Google search, or maps
- b. Maps
 - i. Go on the website to hire a pool personal
 - ii. scrolling to the bottom and sending a message
 - iii. or going to one of the tabs that might interest him
- c. SEO
 - i. Get them on the pool site
- d. Convert
 - i. Send us a message via our form, or get funnelled to the contact site
 - ii. Call us, or email us

4. What do they need to experience/think/feel to do that?

- a. I need to keep their attention

- i. Make them feel like it is something they searched for
 - ii. Get the message across clear and simple
 - iii. The use of mating/ Food/ Resources and Tribe could be a viable strategy
 - iv. Objective beauty, pattern interrupt, Shiny bold, Previous experiences
- b. Need to pump up the levels of Value, Will it work, Trust
 - i. Value
 - 1. showing before and after situations
 - 2. Dropping value via a free consultation
 - 3. showing testimonial
 - ii. Will it work for me
 - 1. showing before and after situations of their potential situation
 - 2. showing their pool type and that you will fix those too
 - 3. Showing how their current situation could look like
 - 4. showing testimonial
 - 5. showing the area that we work in
 - iii. Trust
 - 1. showing before and after situations
 - 2. showing testimonial
 - 3. showing competence
- c. Contact
 - i. Simple form where you can send a message to the company and tell them your needs
 - ii. Leaving a telephone number, so if you don't want to fill out the form they can simply call

Roadblock and Solutions

5. Roadblocks
 - a. Lack of knowledge or time
 - b. Wants to spend more time with his family
 - c. Watching the pool for a long time is super boring, tedious and annoying
 - d. They don't want to destroy their pool with chemicals
 - e. They don't want to destroy their equipment
 - f. A pool is already super expensive they don't want to spend more money on it
6. Solution
 - a. They do it themselves (costs a lot of time and a bit of money)
 - i. They ask companies for advice
 - ii. They search for solutions on forums
 - iii. They search for solutions on YouTube
 - iv. They search for solutions on Google
 - b. They hire somebody who does the work for them (costs no time, but more money)

My personal analysis of weaknesses and how I'm going to improve them:

1. I somehow really struggle to write copy that is as persuasive in German. It's my main language however, I was always a better writer in English.
 - I've used ChatGPT for some phrasings.
 - I checked out how the top players write their copy.
2. Writing to the target market
 - I did quite a lot of Target avatar research and while writing I'm trying to take words from my market research.
 - Spending more GWS immersing myself in the target market.
3. Improving the 3 levels of "Will they buy and act"
 - Writing more copy and revising for the desired outcome.

4. What I should add to the website to get my idea across

- Checking out what top players are doing
- Checking out top players in different countries

5 and 6) How did I try to fix my copy weaknesses in this copy?

1. Looking at what the Top players are writing
 - a. I looked at their copy and I evaluated if this would make sense to add in my case and if yes I rephrased it.
2. Using ChatGPT for some rephrasing and then doing the fine tunings myself

Is this a good approach, or should I add some other methods?

7) no it's not live yet.

8) Product's strengths and weaknesses

Strengths

1. My client is the only company that offers that service in the area
2. Good technical understanding because the main service is doing service for a pretty technical heavy device
3. It's the easy option, which greatly reduces the effort and sacrifice part
4. You hire a professional, so the Dream outcome will be higher
5. Time delay is also lower because you don't need to learn everything yourself

Weaknesses

1. It's pretty expensive (Effort and sacrifice)
2. My client has zero Google reviews (Likelihood of Success)
3. My client has no before-after pictures (Likelihood of Success)
4. You invite some random guy in your backyard, what will he do? (Effort and sacrifice)

9) Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel

All of it is explained in the winner's writing process except the funnel part.

It is the landing page.

I try to get attention through Google SEO and Maps and then get them to contact the business.

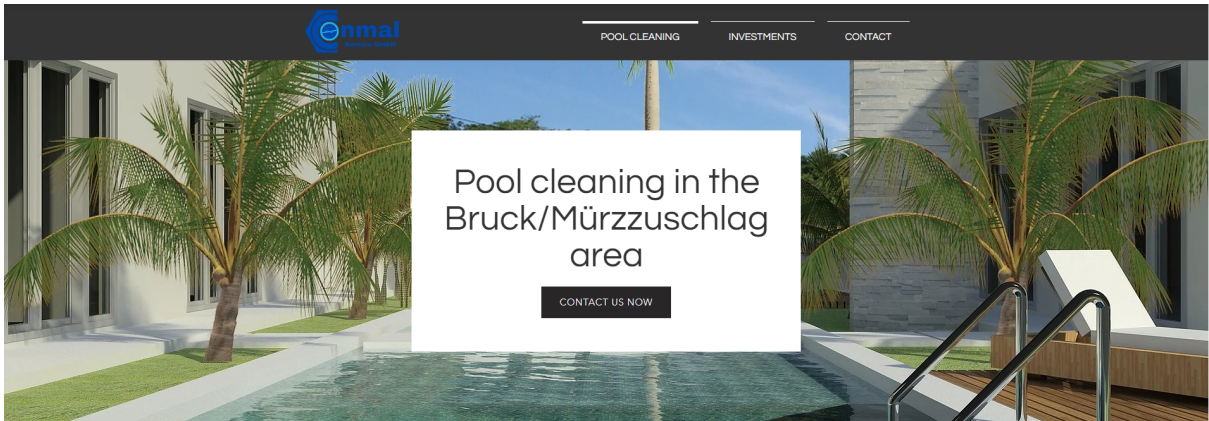
I am selling them a free consultation and evaluation of their situation.

1. People will search for solutions to their problems online.
2. Our business gets their active attention.
3. Then they get funnelled onto the website, where we offer them a free consultation and they can ask us for expertise.
4. We will try to help them and sell them a service there.

Note:

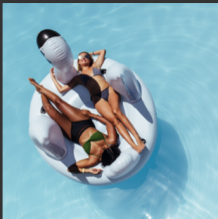
I will add reviews, before after pictures later down the line. We currently have 0 reviews on Google. I will work on that next.

English(translated):



FUNCTIONALITY, SAFETY AND HYGIENE

Enjoy your pool without having to worry about the hassle of cleaning. We are your reliable partner when it comes to keeping your pool spotlessly clean and in perfect condition.



Worry-free

Relax and enjoy your pool season. We ensure that your pool is always in the best condition.

Find out how we can make your pool the shining centerpiece of your garden! Just send us a message. Your pool will thank you!

Write a message

Our services

service



Just like with a car, there are components in your pool that should be checked regularly. This includes changing the filter material, calibrating and adjusting technical devices, and replacing spare parts. We are happy to offer you our service for regular maintenance of your pool system or to help you do it yourself.

cleaning



Whether it's algae, limescale, dirt, grime or dead small animals in the pool water - we'll take care of it so that you have more time for yourself and your family!

Seasonal cleaning



For winter storage and de-wintering. Certain steps are important for the maintenance of your pool: surface cleaning, checking and cleaning the filter system and ensuring the correct chemical balance of the water. These measures help to maintain the water quality and enable safe use of the pool. We would be happy to do this for you or provide you with advice.

Cleaning and service for roofing



You can enjoy your pool longer if you also take the pool cover into account when cleaning and maintaining it. No matter how dirty your pool cover is, we will make sure that it is sparkling clean again.

To our current pool product catalogue

If you would like to know more about our service and prices, just send us a message or take a look at our product catalog.

[To the catalogue](#)

Contact

What are you waiting for? Contact us!
We look forward to answering your questions.

First name

Last name

E-mail *

News

* Required fields

Send Message



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Contact



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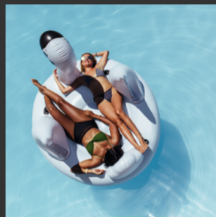
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German:



FUNKTIONALITÄT, SICHERHEIT UND HYGIENE

Genieße deinen Pool, ohne dich um die mühsame Reinigung kümmern zu müssen. Wir sind Ihr verlässlicher Ansprechpartner, wenn es darum geht, Ihren Pool makellos sauber und in einwandfreiem Zustand zu halten.



Sorgenfrei

Entspannen Sie sich und genießen Sie Ihre Pool-Saison. Wir sorgen dafür, dass Ihr Pool immer im besten Zustand ist.

Erfahren Sie, wie wir Ihren Pool zum strahlenden Mittelpunkt Ihres Gartens machen können! Schreiben Sie uns einfach eine Nachricht. Ihr Pool wird Ihnen danken!

[Nachricht schreiben](#)

Unsere Servicesleistungen

Service



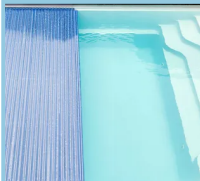
Sowie beim Auto gibt es auch beim Pool Komponenten, die regelmäßig überprüft werden sollten. Dazu gehören das Wechseln des Filtermaterials, die Kalibrierung und Justierung technischer Geräte sowie der Austausch von Ersatzteilen. Gerne bieten wir Ihnen unseren Service zur regelmäßigen Wartung Ihrer Poolanlage an oder unterstützen Sie dabei, dies selbst zu tun.

Reinigung



Egal ob Algen, Kalkablagerungen, Dreck, Schmutz oder verendete Kleintiere im Poolwasser – wir kümmern uns darum, damit Sie mehr Zeit für sich und Ihre Familie haben!

Saisonale Reinigung



Für die Ein- und Auswinterung Ihres Pools sind bestimmte Schritte wichtig: Oberflächenreinigung, Überprüfung und Reinigung der Filteranlage sowie die richtige chemische Balance des Wassers. Diese Maßnahmen helfen dabei, die Wasserqualität zu erhalten und ermöglichen eine sichere Nutzung des Pools. Gerne übernehmen wir das für Sie oder stehen Ihnen beratend zur Seite.

Reinigung und Service für Überdachungen



Die Freude am Pool hält länger, wenn man bei der Reinigung und Instandhaltung auch die Poolüberdachung berücksichtigt. Egal welche Verschmutzungen Ihre Poolüberdachung aufweist, wir sorgen dafür, dass sie wieder strahlend sauber wird.

Zu unserem aktuellen Pool Produktkatalog

Wenn du mehr über unseren Service und unsere Preise erfahren möchtest, schreib uns einfach eine Nachricht, oder schau dir unseren Produktkatalog an.

[Zum Katalog](#)

Kontakt

Worauf warten Sie noch? Melden Sie sich bei uns! Wir freuen uns darauf, Ihre Fragen zu beantworten.

Vorname

Nachname

Email *

Nachricht

* Pflichtfelder

[Nachricht Senden](#)

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