

Market Research and Target Avatar: DMR - OC Therapeutic Massage

What I need to do:

- Remind the audience of the massage they have been wanting
- Take them from scrolling on FB to filling in a lead for the massage clinic

What I'm selling:

- Massage session
- \$20 discount

Ad copy (Don't compromise angle):

Does your back pain keep getting worse? 😞

Have you been hiding it in the closet for too long?

You're not the first to fall for that trap, and definitely not the last.

But it's not too late to do something about it. 💕

For March only, we're offering a \$20 DISCOUNT for your first Therapeutic Massage session!

Don't compromise your well-being, get a personalised & professional Therapeutic Massage today. 💕

Simply tap "Learn More" to get started.

P.S. For Laguna Beauties only 💕

Ad Copy (You deserve it angle):

Are you craving relief from stress and tension? 🧘

This March, treat yourself to a Therapeutic Massage with a \$20 DISCOUNT, just for you! 💕

Tap "Learn More" to embrace relaxation and reclaim your inner queen. ✨

P.S. You deserve this! 💕