

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Jewelry

Business Objective: Get more attention

Funnel: Via FB/Meta Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a) Women ranging from ages 15-50 (all kinds of ages found in active ads on facebook ads)
- b) People who want to buy accessories or decorations to represent themselves

2. Where are they now?

- a) Scrolling on FB

i) Desire/Pain 4/10

- a) the cost of the product is high
- b) But offers free shipping on orders over pkr 1500

ii) belief in the idea 4/10

- a) Reviews are mixed i.e products aren't handled with care and product quality doesn't match the quality of what is shown etc.

- b) Variety in the colors of products is available
- c) Ships international to a couple of countries.
- d) When entering a product you see more images and also more products you may like etc

iii) trust in the company/person 5/10

- a) Huge amounts of social proof
- b) Media linked in the website
- c) Overall positive review from the market.

iv) current state

- a) I need these bangles
- b) Those earrings look good
- c) I want that aquatic ring

v) dream state (Reviews from the site)

- a) This is my second time ordering this product everybody at home loved it..... The service and packaging is just amazing.
- b) Beautiful earrings but small in size , same as shown , packaging good.
- c) I ordered size 17 ring but they sent size 18.

3. What do I want them to do?

- a) Stop scrolling and read ad
- b) Click on the link with the intention to buy

4. 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 ad
- i) free shipping on orders over pkr 1500
- ii) low pricing
- iii) tons of social proof.
- iv) Attention grabbing image
 - b) Click on the link with the intention to buy
 - i) free premium packaging
 - ii) free delivery
 - iii) branches in multiple locations

Conclusion:

Based on the top player in the market, Player has a website for smooth and efficient scrolling. Player is selling a wide variety of products (i.e bridal jewelry). Player offers premium packaging and player runs facebook ads. Player runs facebook ads because players target market is mostly women ranging from the age of 35-50 (milenials) who generally uses facebook more than other social media platforms (i.e instagram/IG). Player doesnt run search engine ads because players target is passive customers.