

This is an ad I've created and got the idea from top player research in my industry. But it has been running for three days, spending 20\$ a day and zero leads. It does get solid engagement. I understand this is a very select group of people I'm going for, but I am worrying it won't work. And as you can see I've got the damn local news in on it. I'm running it in this town and have targeted homeowners both men and women. Since this isn't the biggest city I wanted to keep the targeting not insanely specific. Maybe I'm missing something here. I'll also link the ad below if you'd like to check that out.

<https://www.facebook.com/ads/library/?id=365020302860871>

P.S. The top player analysis is below.

Copy:

Do You Have An Ancient A/C Unit?

Maybe even the oldest in the Missoula area?

But just haven't got around to replacing it?

Perfect! Right Now P&H is on the hunt for the oldest A/C units in Missoula.

Why? Because we're hosting the "Oldest A/C In Missoula Contest".

Starting now and until July 7th, instead of being a burden, you can use that old unit to your advantage.

The person with the oldest unit wins a A/C replacement FREE of charge.

And a segment on the local news!

2nd prize wins \$1,000 off a new A/C, 3rd place gets \$500 off.

And everyone with an AC 8 years or older who enters wins a \$49 AC tune-up!

To learn more and enter the competition click the "Sign Up" button below.

P.S. Window A/C units are NOT included.

TAO OF MARKETING: A/C competition Ad

Business objective: Get People to sign up for the competition AKA leads

WINNERS WRITING PROCESS

1. Who am I talking to?

- a. Home owners in Missoula and the surrounding area
 - i. White couples
 - ii. Middle class
 - iii. Pets
 - 1. Dogs and or cats
 - iv. Kids or planning to have kids
 - v. Average income (middle class)
 - vi. Want to embody being “Montanan”
 - vii. 30’s - 40’s maybe 50’s
 - viii. Enjoy the outdoors
 - ix. Like free stuff (especially in today’s day and age)
- b. First home (or rent)
 - i. Monthly mortgage payment
 - ii. Dated systems
 - iii. House came with many hidden costs
- c. “Nice-shitty car”
 - i. On finance
- d. Aware that their A/C is dated
 - i. Don’t have the capital to fix it

2. Where are they now?

- a. Scrolling FB or Insta
 - i. After or during work
 - 1. Hiding the pain or their issues with cheap dopamine
 - 2. Don’t want to face the issues they’ve created
 - 3. Living vicariously through others
- b. Current State
 - i. Struggling with old A/C issues
 - 1. Bad cooling
 - 2. Uneven cooling

- 3. Too much cooling
 - 4. Weird noises
 - 5. Visually old
 - 6. Past issues
- ii. Tried to DIY (don't want to pay up)
 - 1. Made it worse
 - 2. Fixed but only temporary
- iii. Just suffering through with no A/C
 - 1. The pain of paying up is greater than just suffering through it
 - a. (need to amplify the pain)
- iv. Struggling financially (Can't replace A/C unit outright)
 - 1. Cars on finance
 - 2. Mortgage to pay (Rent is high)
 - 3. Kids to feed
 - 4. Inflation
 - 5. Spending issues
 - 6. Don't get paid enough
- c. Dream State
 - i. Have the capital to pay for needed appliances
 - 1. Higher paying job
 - 2. Free stuff
 - 3. Lowered inflation
 - 4.
- d. Market Awareness
 - i. Level 3 problem aware
 - 1. Know they probably could use a new A/C unit
 - 2. Don't know about Right Now's new offer
 - 3. A/C unit could be our of commission
- e. Market Sophistication level 5
 - i. Niching down
 - 1. Homeowners in Montana
 - 2. Missoula area
 - ii. Experience
 - 1. Might get on to local news (tribal play)
 - 2. Might get a free A/C system OR {blank} amount off new install
 - 3. Compete in a competition
 - 4. Say "i had the oldest A/C unit in the Missoula area"
 - 5. Recognition from right now

3. What do I want them to do?

- a. Sign up for the competition (fill out the form)

4. What do they need to think/feel/experience to do those things

- a. Stop the scroll
 - i. Bright blue colors
 - ii. Mascot cartoon guy
 - iii. Bold "Oldest A/C contest"
 - iv. "Win a new AC system"
 - v. "All AC's up to 8 years old get a free tune up"
 - vi. Wavy lines on the creative
- b. Read the copy
 - i. "Do you have the Oldest AC in Hawaii" Makes reader feel important or noticed
 - ii. Makes a joke about the AC unit to lower sales guard and lighten the mood
 - iii. "Show it off" Allows them to be proud of thier "issue" instead of ashamed
 - iv. CTA toward their website for the reader who is ready to enter
 - v. Gamifying the "hunt" for bad A/C's in the area making it seem like more than just a lead generation tactic
 - vi. Give them a reason to partake "Free AC system to the winner"
 - vii. Tribal play "bragging rights" and "featured on local news" they can be a local celebrity
 - viii. Incentivising more people to join the competition by "free tune ups for AC's over 8 years old"
 - ix. List the 1st-4th place rewards. Nobody "loses"
 - x. CTA to website + hashtags
- c. Decide the partake
 - i. Think they could have a chance
 - 1. Check to see if they have an old enough A/C
 - ii. Know that no matter what they can benefit
 - iii. Chance to be top in the tribe
 - iv. Believe they could actually win
 - v. Want to get onto TV
 - vi. Know that signing up won't cost a huge amount of time
 - 1. Say how lon it takes to sign up
 - vii. Know when the winner will be announced
 - 1. Give an exact date
 - 2. Say how the winners will be contacted
 - viii. Trust that this company will hold through with their guarentee
 - 1. Show social proof
- d. Enter their info
 - i. Contact form
 - 1. Name
 - a. First and last
 - 2. Phone #

3. Email
4. Picture of serial #
5. Picture of exterior condenser
 - a. Provide a simple guide how to find condenser
6. Ask how old the A/C is
- ii. Call
 1. Say "be prepared to answer a few Q's once on the phone"
- e. Terms and conditions
 - i. Must be 18 to enter
 - ii. You don't have to pay to enter
 - iii. "The "Grand Prize" refers to one 4-ton Central System, or 4-tons of MiniSplit cooling capacity (up to 4 heads) and installation (ductwork not included)."
 - iv. "Party must be the homeowner of the property in which the AC resides"
 - v. Winner must agree to having picture taken and used for announcing the winner
 - vi. "The Party consents to any third party (including any agency, client, publication, or other organization or institution) in whole or in part, for distribution ("sharing") of the photographs on their social media accounts, for the purposes of publicity and promotion of the Company."
 - vii. NO AC window units
 - viii. "Prizes are non-negotiable, non-transferable, and non-refundable. No cash alternative is available. Where a Prize becomes unavailable for any reason, The Company reserves the right to substitute that prize for a prize of equal or higher value."
 - ix. "Winners may be required to sign a 1099 form including their social security number to report winnings for tax purposes."

"The Party's name, likeness and social media username may be posted on the social media profiles of The Company after the winner has been selected.