

Google search ad house painter

Vimeo link: <https://vimeo.com/998683585>

Winner's Writing Process

What specific business objective am I seeking to accomplish? Why is it important?

- More clients.

What part of their online presence/funnel is needed to accomplish this business objective?

- Google search ads

Who am I talking to now?

- Homeowners that want to paint the interior and exterior of their house, ages from 35-65.

Where are they at now?

- Objections
 - Poor/unclear communication between painter and client causes confusion and uncertainty.
 - Afraid that the painters won't do a good job for them.
 - Owner of business isn't responding to calls.
 - Doesn't show up to their appointments.
 - "I had several questions and concern with making such a large investment in my home"
- Roadblocks
 - They don't know what painting business they should choose.
 - They've had negative previous experiences with other painter businesses like poor communication which causes uncertainty and confusion, painters that did a poor job, and some who didn't show up to their appointments.
- Solution
 - The solution is to contact the painter business to get a free quote.
- Current state:
 - Annoyed that the inside of their house doesn't have the right colors they would like.
 - They have a desire to have their home painted but are scared it will be a stressful, messy and long process where a lot of things and objects inside their house can break or get spilled paint on.

- Previous experiences with others painters: Lack of communication leaving them worried if the painters will actually do the job they want them to do.
- The paint on the exterior of their home is starting to peel and it looks terrible.
- Dream state
 - The interior and exterior of their house finally has the colors they were looking for.
 - Whenever they have people over they always compliment them of how beautiful the new paint on their house looks.
 - They want the job to be quickly done.
 - They want the work and process to be extremely neat.
 - They want to impress their neighbors with how nice their home looks.
 - "On time every day, full day of work, so quiet their presence wasn't known easily, excellent attention to detail, extremely neat and orderly"
 - "It looks like a brand new house"
 - "They are always on time, complete the job on schedule, and leave the place spotless".
 - "Professional, reliable, & clean"
 - They want the job to be done on time, no setbacks or delays.
 - "It looks so good and I can't be happier with it as if it was brand new house!"
 - They know that if they get a paint job on their exterior, the value of their home will increase.
- Awareness level 3 solution aware.
- Sophistication stage 5 experience play.
- Levels
 - Level of desire - 3
 - Level of belief in idea - 10
 - Level of trust in company - 1

Where do I want them to go?

- Google keyword related to their problem.
- See the ad
- Visit website and get a free quote
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What are the steps I need to take them through to get from where they are now to where I want them to go?

- See the ad
 - Sees how business will help them reach their dream state.
 - List of services related to their problem.
 - Social proof and credibility boost.
 - Connects product to desire.

- CTA + decrease time delay.
- Visit website and get a free quote
 - Headline connected to why they're better than every other painting-company.
 - CTA.
 - Credibility boost - 3 year warranty.
 - "Free estimates in 24 hrs" - connected to low time delay from value equation.
 - Social proof to increase trust in company.
 - Videos showing how their work is done - handles objections, amplifies desire, boosts trust in idea and company and works as a portfolio.
 - Easy-to-navigate list of services they provide.
 - Shows why their better than every other painting company by doing an experience play.
 - "THE BEST HOUSE GUEST YOU'VE EVER HAD" - CTA to their "about us" page - image-dump of workers to form human to human connection.
 - Handles objection by offering free guide to help them solve a minor problem. This also increases trust in company and boosts perceived value.
 - 3 year warranty to boost credibility + portfolio images to increase desire.
 - Blog cta.
 - CTA.
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Personal analysis

- Contact form ad headline 3: "Maler Oslo - see our prices" - I'm not sure if I should use this or not. The reason why I've used it is because a lot of search terms my target audience used are related to the pricing of the service. I think this headline potentially could be misleading, as there's no info on the landing page about pricing, but in the FAQ section on the website.
- Contact form ad: I think I should add more headlines, preferably related to my keywords - "Painter Oslo prices" and "Painters Oslo". After looking through multiple competitor's Google reviews, there were a lot of objections I noticed, so maybe that is what I focus on in my next headlines? Dreamstate if not.

Copy

Call ad (they see the phone number of the business and calls them)

Headline 1:

Get a free quote today! Get a neat and clean paintjob! Get your home a clean, new look!

Headline 2:

Top housepainters in Oslo.

Description 1:

Professional paint-services. Give your home a clean and elegant, new look. Professional paint-services. Give your home a clean and elegant, new look. 200+ happy customers

Description 2:

Contact us for a free quote today! Contact us to get a free quote today and give your home a clean, new look!

Contact form ad (they click the ad and get sent to a contact form)

Headline 1:

Painters Oslo.

Headline 2:

Get a free quote today. Over 200+ Happy Customers. Transform Your Home with Oslo's Most Trusted Painting Service.

"Perfect Finish, On-Time, No Mess. Guaranteed 5-Year Warranty. Transform Your Home Today!"

Headline 3:

Maler Oslo - see our prices

Headline 4:

Top housepainters in Oslo

Description 1:

Professional painter-services. Finished within the timeframe and spotless work.

Description 2:

Guaranteed satisfaction with a 5-year warranty and over 12 years in the industry.

Description 3:

Give your home a clean and elegant, new look!

Description 4:

Contact us for a free estimate today!

General context & funnel etc

- Google search ads for my client in Norway (Oslo) in the house-painter niche.
- These ads have been running for over a month, and poor results so far.
- Funnel:
 - Customer searches for painter → sees ad and clicks on it → either directly calls the business or fills in contact form (depending on if they used phone or pc to google with) → schedules house-inspection → my client performs house inspection and gives them the offer

Ad metrics from tests so far

- Call ad (last 30 days)
 - Conversions: 1
 - Impressions: 746
 - CTR: 3,22%
 - Average CPC: around \$9
- Contact form ad (last 30 days)
 - Conversions: 1
 - Impressions: 863
 - CTR: 8%
 - Average CPC: around \$6
- The daily budget is about \$20