# 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 uncertainness 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 neighboors 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 trough 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