

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Polo Gear company

Business Objective. Get more costumes / more traffic

Funnel: SEO web, Instagram, facebook paid ads/ meta ads, X

WINNER'S WRITING PROCESS

1)Who am I talking to?

- Men & Women with a medium - high income/ AB1
- Waiting for the polo season/ waiting for the next polo tournament or practice with their friends
- Polo players are successful businesspeople who have flexible schedules and the financial means to support their participation in the sport. This includes entrepreneurs, executives, and consultants.

2)Where are they now?

- Scrolling on FB, INST
- Current levels:
 - ❖ **Work:** Many Polo players have demanding jobs or businesses. They might be involved in sectors like finance, law, medicine, real estate, or entrepreneurship. Their work often requires them to balance their professional commitments with their Polo schedule
 - ❖ **Equestrian Industry:** Those involved in the equestrian industry might spend time training horses, managing stables, or working as veterinarians. They might also participate in other equestrian sports and activities.
- Current state-
 - ❖ **Socializing and Networking:** The social aspect of Polo is significant. Players spend time attending club events, social gatherings, dinners, and parties. Networking within the Polo community can lead to lasting friendships and professional connections.
- Dream state-
 - ❖ **Family Time:** Spending quality time with family is important for many Polo players. They might enjoy family outings, vacations, or simply relaxing at home.
 - ❖ **Many Polo players travel for matches, tournaments, and to visit different Polo clubs, enjoying the opportunity to see new places and meet new people.**
 - ❖
- Desired outcome-
 - ❖ **Polo player is typically someone with a strong passion for horses and competitive sports, a disciplined and team-oriented mindset, and a profession or lifestyle that allows for the time and financial investment required to participate in Polo. The diverse backgrounds and professions of Polo players contribute to the rich and vibrant community surrounding the sport.**

3)What do I want them to do?

- Immediate action-

- ❖ Stop scrolling and click on the ad. (Start navigation the web, loook at all the new gear on our shop).
- **Second action-**
 - ❖ Start filling up the shopping cart and click the buy slot.

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?

Factors that could make people stop scrolling;

- **High quality ad-**
 - ❖ WEB with visuals that catch the customer's attention.
- **Applicable and relatable-**
 - ❖ Relatable images shown throughout the ad pulling on the customer's need for buying different products.
 - ❖ People of similar age giving testimonials .
- **Value proposition-**
 - ❖ Good prices with guarantee on the products.
- **Immediate benefits-**
 - ❖ Telling the potential customer instantly that they could make a loved one smile with a gift to the shop.
 - ❖ Telling the potential customer instantly that they would be very satisfy with the product they are buying.
- **Reviews-**
 - ❖ Positive feedback from past customers highlighted in the ad.
- **Concise and relevant copy-**
 - ❖ Place a clear emphasis on the products as a gift for family or friends, and the 4 shop locations.
- **Incentives and offers-**
 - ❖ Offers such as “Get 5 polo Mallets for the price of 4”.

Analysis of Website -

The website is well-designed (casablancapolo.com) but it need to show the products easier . I believe that certain changes will lead to more **engaged users** and **more sales**.

I've been reviewing the competitive landscape in the Polo gear market and observed that many of our competitors have significant gaps in their SEO, web presence, and advertising efforts. This presents us with a unique opportunity to leverage our strengths in these areas to gain a competitive edge

1. Optimizing the website for an SEO company that specializes in Polo gear.

2. **Identify Primary Keywords:** Use tools like Google Keyword Planner, Ahrefs, or SEMrush to find high-volume and relevant keywords related to Polo gear.
3. **Long-Tail Keywords:** Focus on long-tail keywords, such as "best polo gear for beginners" or "affordable polo equipment," which often have less competition and more specific search intent.
4. **Competitor Analysis:** Analyze competitors' websites to discover which keywords they are ranking for and identify any gaps you can exploit.
5. **Mobile Optimization:** website is mobile-friendly.

6. **Local Keywords:** Incorporate local keywords (e.g., "Polo gear store in [City]") to attract nearby customers.

7. **Google Analytics:** Use Google Analytics to track traffic, user behavior, and conversions.
8. **Search Console:** Monitor Google Search Console for indexing issues, search performance, and user experience metrics.
9. **Regular Audits:** Perform regular SEO audits to identify and fix any issues that may arise.