

What is the offer in the ad?

The offer in the ad is a free consultation.

The offer on the homepage is:

This seems to be advertising a free opportunity for design, delivery AND installation!

THAT is an offer... so why on earth doesn't the ad copy use this?!

What does that mean? What is actually going to happen if I as a client take them up on their offer?

That is vague, but looking at the homepage:

Get a free design from front to back!

- I imagine this is a call with a salesperson. They ask questions. Find out what the customer wants, and work some sales magic to sell them a piece of custom furniture.

Who is their target customer? How do you know?

The creative suggests it's targeted at super dads, married with children... presumably, it's aimed at women too.

-Arno notes: the ad is too vague. It doesn't really target anyone specific.

In your opinion - what is the main problem with this ad?

The main problem is:

- The offer in the ad text is vague. It doesn't hook the reader to really care and explore more.

Unconsciously, I think cold traffic would think something like this:

"I get that you offer a free consultation, but why should I bother to talk to YOU about help with that?"

- Doesn't instill ANY urgency or importance.

Arno notes: so vague. Targets nobody. Tells you nothing about what to expect. Too much uncertainty. = LACKS AN OFFER.

Confusion is death to ads.

What would be the first thing you would implement/suggest to fix this?

This seems to be advertising a free opportunity to get design, delivery AND installation!

THAT is an offer... So I would adapt the ad copy first to grab attention with THAT offer.

Now, I could be misunderstanding the landing page copy, and maybe they are just giving away a free consultation. But I think there are 5 spaces for a free design and implementation from front to back.

I would pretty much take the first few lines of landing page copy and make THAT into an ad, like this:

***Arno notes:* look at what the company has actually done for clients.**

Things to improve the ad / rewrite the ad:

- Be specific in the ad like "we create custom kitchens. Everything completely styled to your preferences for any kitchen. If you would like to know how we can help you

Exactly measures

In your style

Your materials

Your the boss

You don't have to choose from a limited array of options

We can do anything for you

If you wanna know what we would do in your situation schedule a call now

Our kitchen specialists will sit down with you, talk to you, note down your options and brainstorm with you all the things we can do to make your dream kitchen come true!

- And run multiple SPECIFIC ads for different types of offers.
-

1st draft Ad Rewrite

5 places left on our FULL-SERVICE Custom Furniture Special!

Take the Chance to get a Free Design and Full Service - Including Delivery and Installation!

The offer includes:

a boutique one-on-one consultation with one of our design experts

- FREE design of a CUSTOM furniture piece
- FREE delivery
- PLUS free installation 🎉

Only 5 Vacant Places!

Enter for your chance to win!

2nd Draft Rewrite Using Notes

HL: 5 places left on our FULL-SERVICE Custom Kitchen Remodel! 🙄

We create custom kitchens you'll be PROUD to show your friends and family.

Everything is styled completely to match your style for ANY kitchen.

- Bespoke measurements (make the MOST out of your space!)
- Your materials (we have a wide range of suppliers to perfect the look!)
- You're the boss (we are here to serve. If you're happy, we're happy!)

You don't have to choose from a limited array of options

We can do anything for you!

Our kitchen specialists will sit down with you, talk to you, note down your options and brainstorm with you all the things we can do to make your dream kitchen come true!

If you would like to know what we would do for your kitchen, schedule a call now!



No matter what you need!

- ✓>research most popular kitchen things and list top three<
- ✓>research most popular kitchen things and list top three<
- ✓>research most popular kitchen things and list top three<

We will help you get the best result 🔥

Design your dream kitchen TODAY! 😊

CTA: Schedule the best time for a call, and we'll contact you 😊

Original Ad

Here's our ad:

<https://www.facebook.com/ads/library/?id=1165883854820848>

Here's the copy:

Your new home deserves the best! Discover personalized furniture solutions with BrosMebel that turn any space into a cozy and stylish place. Whether you're looking for a modern kitchen, a cozy bedroom or a functional living room, we're here to help. Book your free consultation now! "

The ad sent them to this page:

<https://brosmebel.eu/free-consultation-and-design>

Copy:

Enter the Dream Home with Our Custom Furniture Special Offer!
Take the Chance for Free Design and Full Service - Including Delivery and Installation!

Only 5 Vacant Places!

Create your dream interior with BrosMebel

At BrosMebel we believe that every detail counts. That's why we strive to create coziness, hospitality and comfort with every customized solution for home and business.

All custom furniture is the result of our passion for innovative design and precision craftsmanship. We guarantee you that we will bring functionality, comfort and warmth to any space.

Trust BrosMebel - your partners in furnishing and building your dream home.

(The copy is obviously translated, so assume it sounds better in Bulgarian.)

It then leads them to a form asking for name, email and phone number.

Running ads on Google and Facebook cost him €550. He ended up with 4 quotes and one potential customer. We don't know his average transaction size, so we don't know if that would mean this was profitable.

So, let's talk about this:



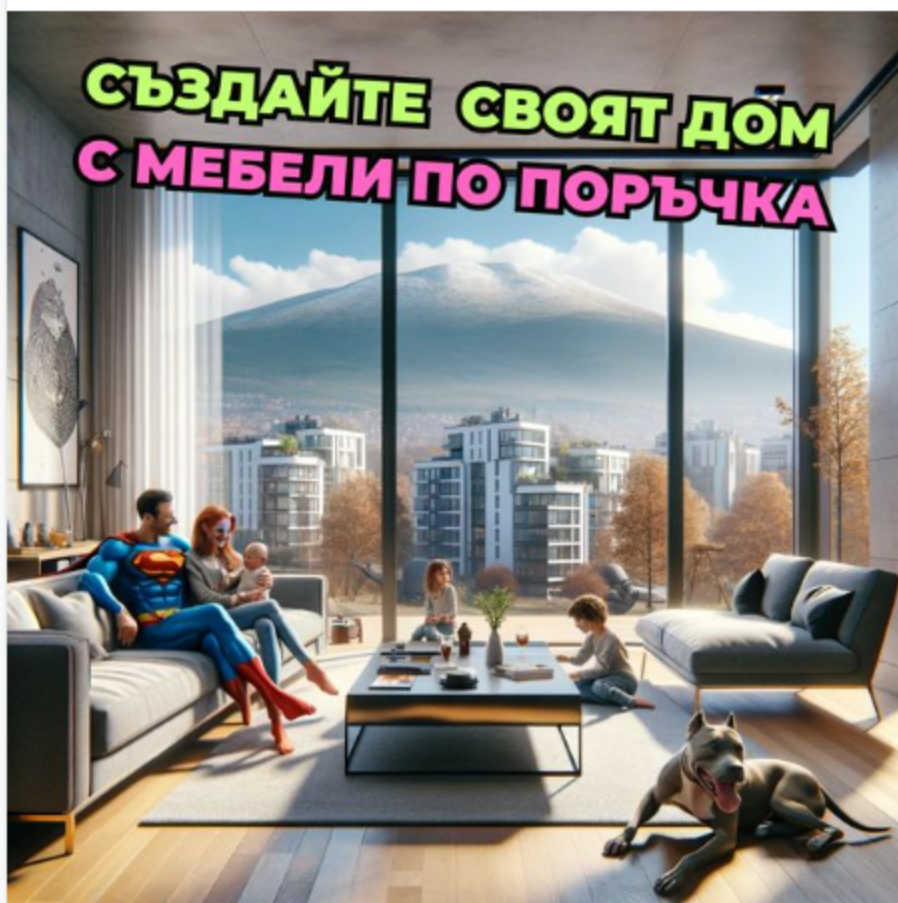
BrosMebel

Gesponsord

Bibliotheek-ID: 1165883854820848



🏠 Вашият нов дом заслужава най-доброто! Открийте персонализирани мебелни решения с BrosMebel, които превръщат всяко пространство в уютно и стилно място. Независимо дали търсите модерна кухня, уютна спалня или функционална дневна, ние сме тук, за да помогнем. Запазете вашата безплатна консултация сега! 📞 ✨"



BROSMEBEL.EU

Мебели по поръчка за Вашия Нов Дом
С BrosMebel, създайте дома на мечтите си.

[Learn More](#)

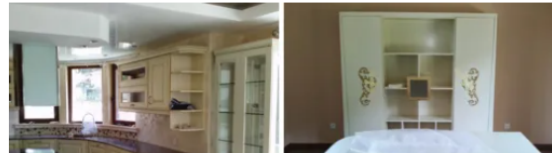
Enter the Dream Home with Our Custom Furniture Special Offer!

**Take the Chance for Free Design and
Full Service - Including Delivery and
Installation!**

Only 5 Vacant Places !

GET INVOLVED NOW

**Create your dream
interior with
BrosMebel**



You're looking at this from the perspective of the guy that's supposed to turn things around. You've been tasked with fixing this. This is the kind of stuff that should be going through your mind.