

Business Objective: Drive passive buyers to click on my ads and be wanting to buy

Preface: Client is a drop shipper and I do the ads for them, right now I was just testing new things they wanted to test for clicks and these 2 were my winners. Next is changing the objective to sales.

Who am i talking to:

- Americans
- People interested in the garden (home and garden) interest and home decor interest
- 60/40 women to men
- Ages between 25-55

Where are they now?

- Scrolling FB Feed

Current state

- **Bored** because they are scrolling on FB like zombies consuming cheap dopamine
- **Burntout** scrolling tires out the brain, they have low attention span right now
- Think their home looks lame and boring

Dream state

- **Increased status** because their home or garden looks beautiful now, people complement them, they got conversation starters now because of the new products they purchased
- **Satisfied** with what they've got, their home and garden looks pretty, they are satisfied and happy with what they've got

Market awareness levels - Problem unaware. Passively scrolling on FB.

Market sophistication - The garden market seems to be stage 5. For the LED painting my client wants to offer, it seems to be stage 3 at least in the FB market since I wasn't able to find it out there, only in places like Aliexpress but they were not the same art.

Current pain and desire levels - 2

Current belief in the mechanism - 0

Trust in person/brand - 0

What are some reasons they won't click?

- Not enough of a wow factor
- Not enough mass appeal
- Does not resonate with their identity
 - Like buying watches and clothes

Solutions

- Make the image as appealing as possible

The secret to a magical and lively garden 🌱

Find out why everyone is talking about this magical solar decoration.

His adorableness keeps your garden looking lively and gorgeous.

Get yours now.



Solar Twilight Cat Statue

Shop now

I wish I knew about this glow in the dark historical painting before.

And it's not just another piece of wall art. It glows beautifully in your room, makes a great conversation piece.

There are 6 variations, I think you'll really like the last one.

Get yours now for 30% off!



Glow In The Dark LED Painting

Shop now

Stats after testing for clicks:

Cat: 4.59% CTR after 500+ impressions

LED Painting: 8% after 300+ impressions

Copy for Cat:

The secret to a magical and lively garden 🌱

Find out why everyone is talking about this magical solar decoration.

His adorableness keeps your garden looking lively and gorgeous.

Get yours now.

Copy For glow in the dark painting:

I wish I knew about this glow in the dark historical painting before.

And it's not just another piece of wall art.
It glows beautifully in your room, makes a great conversation piece.

There are 6 variations, I think you'll really like the last one.

Get yours now for 30% off!

Revised Cat Statue one:

Do you believe in having a magical and lively garden? 🌱

This twilight statue captures and converts a very specific type of energy - out there all day...

All while sitting comfortably in your garden and adding peace.

You can get yours now for 20% off.

Revised painting one:

I wish I knew about these modernized light-up historical paintings before.

These modernized historical works of art emit a very specific type of energy - at the touch of a switch...

All while glowing beautifully in any room and hanging elegantly on your wall.

You can get yours now by clicking the button below.

I wish I knew about these modernized light up historical paintings before.

And it's not just another painting.

It glows beautifully in your room, makes a great conversation piece.

There are 6 variations, I think you'll really like the last one.

Get yours now for 30% off!

I wish I knew about these modernized light up historical paintings before.

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