

Freshstart Therapies

What are they trying to achieve with their marketing?

Facebook Ads: Theme-Using informative posts about different psychological issues people may be going through such as: low self esteem, ptsd, negative thoughts to divert traffic to their website or their team to receive inquiries.

Facebook: Send us an email at info@freshstart-therapies.com or call/text us on 07395814312. Check out our website and find out what we can offer you at Fresh Start Psychological Services. For more information please visit our website:
<http://www.freshstart-therapies.com>.

This same framework is used for instagram, where they post insightful quotes about a pain their target audience may be dealing with and a caption that expands a little on this but then links their website URL to find out more info.

Goal: Is to use social media posts targeted at specific pains/issues people are dealing with, resonate with them and then give them a solution of visiting the website or getting into contact with their team.

Social Media AD (PAS Framework)

Are you caught in the clutches of PTSD? Suffering from frightening symptoms like flashbacks, nightmares, and anxiety that seem to take over your life...



Although people's triggers and symptoms may differ, mutually they feel a sense of being stuck in a never-ending cycle of fear, haunted by the idea of never being able to enjoy life again.

Compounded by a lack of emotional support it's no wonder the weight of the world seems to hang on your shoulders.

Here at Freshstart-Therapies you can connect with our specialists and discuss your trauma without feeling ashamed or afraid.

Book your free 15-minute initial consultation today with the link below, to start your journey towards a better life of peace and serenity.

<https://www.freshstart-therapies.com/>

*Below is the research I conducted that allows for compelling writing that resonates with a target audience, increasing the likelihood that they'll take action and use your services. From the creation of this avatar many different marketing posts, emails and content can be made. Understanding your target audience is one of the key factors for building an audience and maintaining their loyalty.

Avatar

Name, Age and Face

Janet, age 23.



Background/Mini Life history

Janet is a postgraduate law student who went to university as a result of her parents pushing her to pursue a career. She is fearful of her parents due to their maltreatment of her during her early years, having a lot of her basic needs unmet as a child. This caused a lack of confidence/self worth and a dependance on the attention of others. A traumatic experience of betrayal from a close friend resulted in her getting into severe trouble with the authorities at a young age.

Day in the life

She wakes up at 9am, goes to her lecture at 10am, comes home for lunch and then studies again till 3pm. Her circle is very small, she often spends time speaking on the phone with family members as a pose to socialize. The rest of her day is typically spent watching films and doing work, with the occasional trip to the shop.

Values: What do they think is important? What do they despise?

Often they do not like going out in social interactions as they trigger their symptoms, they are also self conscious about how they'll be perceived.

They despise people who do not understand what they are going through and mock them out of ignorance.

Outside forces

Parents that neglect them.

Society pushes them to just medicate.

Pressure from parents to succeed.

Current state

What is painful or frustrating in the life of my avatar?

Insomnia and difficulty sleeping

Ongoing struggle with healing and recovery

Chronic and deep-rooted PTSD from recurring traumas over a long period of time

Lack of emotional support

Traumatic experiences leading to severe anxiety and depression

PTSD from hallucinations/sleep paralysis, bipolar 1 disorder, chronic anxiety, anxiety-induced psychosis, and ADHD.

How do others perceive them?

Perceived as weird

As seeking attention

Don't want to associate with them.

Difficulty connecting with others due to feeling like a failure when discussing their trauma or triggers.

What Lack of Status Do They feel?

People consider them strange, and think they behave in that way due needing attention#

Sense of worthlessness was choking me although I was doing brilliantly at studies-research and music

Being made fun of and ridiculed for their mental health struggle

What word do they use to describe their pain?

Feeling like a ghost or not really living

Cruel and horrific nightmares and flashbacks

Feeling like life is on pause

Struggling to focus energy on more than the bare minimum to survive

Hoping for a future where they can live their life

Guilt for having PTSD while living in the Western World

Dreamstate

What would their life look like if they could wave a magic wand and fix their life?

Freedom from symptoms: The person would no longer experience the debilitating symptoms of PTSD such as flashbacks, nightmares, and anxiety.

Improved Relationships: The person would be able to connect with others without feeling ashamed or afraid to discuss their trauma, and they would have a support system of people who understand and are compassionate.

Greater Sense of Control: The person would feel more in control of their emotions and reactions, and would be able to manage triggers in a healthy and productive way.

Improved Quality of Life: The person would be able to pursue their goals and dreams without the limitations that come with PTSD, and would have a greater sense of purpose and fulfillment.

Enhanced Self-Esteem: The person would feel more confident and positive about themselves, and would have a greater sense of self-worth and self-acceptance.

Overall, the person's life would be transformed by a sense of freedom from the negative effects of PTSD, and an increased ability to live life on their own terms.

What enjoyable new experiences would they have?

Performing in front of people: The person hopes to be able to sing in front of people and enjoy it rather than dread it.

Perusing their passions to their fullest extent.

Enjoying new experiences: The person is inspired to try new things and enjoy them despite their diagnosis.

Finding hope: The person is inspired and hopeful that they can also find joy in life despite their struggles.

Appreciation for others: The person expresses gratitude for the existence of someone who inspires them and gives them hope.

How would others perceive them in a positive light?

Resilient: Recovering from PTSD takes strength and resilience, and others may view individuals who have overcome the disorder as strong and resilient.

Inspirational: Seeing someone who has recovered from PTSD can inspire others who are struggling with the disorder and give them hope that they too can overcome it.

Empathetic: Having gone through the experience of PTSD, individuals who have recovered may have a heightened sense of empathy and understanding for others who are struggling with mental health issues.

Successful: The ability to overcome PTSD can be seen as a measure of success, and others may view individuals who have recovered as successful in their personal growth and mental health journey.

Admirable: The process of recovering from PTSD often involves facing and overcoming difficult challenges, and others may view individuals who have recovered as admirable for their perseverance and determination.

What words do they use to describe their dreamstate?

Peace and serenity: The individual hopes that people with PTSD will one day find peace and serenity.

Breaking away from toxicity: The person describes breaking away from a toxic family, suggesting that their dream state involves being surrounded by supportive and positive people.

Creativity: The person sees themselves as a creative person, perhaps in music, art, or comedy, and may envision their dream state as one where they are able to express themselves creatively.

Inspiration: The person finds inspiration in seeing others who have overcome PTSD and are able to pursue their dreams and passions.

Higher self: The individual mentions becoming their higher self, suggesting that their dream state involves personal growth and self-improvement.

Blessings and peace: The person wishes blessings and peace for others on their journey towards recovery and self-improvement.

Roadblocks

What's keeping them from living their dreamstate today?

Not opening up to speak to people

Denial there's a problem

Scared of how others will perceive them once they know their true state

What mistakes are they making keeping them from this?

Not seeking help or assistance.

Bottling it up all to themselves.

What part of the obstacle does the avatar not understand or know about?

They lack the knowledge and insight to make the changes themselves.

The realization that no matter how bad their situation is, they can be helped.

What's the one key roadblock that once fixed will allow them to move forward with their lives?

The self-limiting belief that they are defined by their past, have no control over their life and are always going to be in this state.

Solution (If they <insert solution> then they will be able to <insert dreamstate>)

What does the avatar need to overcome the key roadblock?

The right kind of therapy and the right therapist that can empathize with them. The courage to take the first step and receive help from a trained professional, to entrust someone else with control of their life.