

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Ornamental Ironworks

Business Objective: Bring Attention to Business, get property owners to land on website, make appointment and buy

Funnel: Google Ads/ Sponsored Content

DUKE OF IRON

Duke of Iron is an Ornamental Ironworks shop. They specialize in the fabrication of railings, fencing, estate gates, window guards, fire escapes, and custom metal design ideas. Family owned, serving the New York area for over 50 years. They have a reputation for doing excellent work.

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Homeowners
- b. Commercial property owners
- c. 50/50 Men/Women
- d. Anyone who needs non structural ironwork done

2. Where are they now?

- a. On Google searching for railings in their area
 - i. Searching for railings near me
 - ii. Searching for railings in (insert town)
 - iii. Wanting to make sure they pick the right company to add a permanent installation to their home.
 - iv. Looking at sponsored ads at the top of the page
 - v. Reading reviews
 - vi. Looking at the business website
 - vii. Checking yelp
 - viii. Looking for pictures and testimonials
 - ix. Realizing that most people in this business are not good at marketing and advertising, not sold on any one in particular, usually pick option nearby
- b. Current State
 - i. They want an easy to navigate experience where they can get the most info with the least amount of work while doing their research
 - ii. Feeling like this is an important decision
 - iii. They are required to get or replace existing railings or face a code violation.
 - 1. Deadline to get project done, pressure to move on a purchase
 - 2. They don't care as much about the design or material, they just want something basic. (safety needs)
 - iv. They bought a home
 - 1. They bought a home and are making upgrades, wanting a new aesthetic for the property.

- a. Usually the wife who wants to make decisions about design, color, and material of railing
 - b. Becomes a detail oriented pet project.
 - c. This is a visible permanent addition to their home(seeking status in their tribe, keeping up with code)(Esteem)
- v. The winter is coming and they want railings to help elderly parents or children, or themselves in icy, slippery conditions
 - 1. I don't care how much it costs, it protects their family and I need it., and I want it to look nice.
 - 2. These customers focus on a product to get the job done, and also want it to look nice. ('I'm already spending money, I might as well pay a little more and make it look good too')(safety, Esteem)
- vi. BESPOKE. Wife wants a project. No problem spending money, scratching her itch to feel good spending \$\$.
- 1. Must match exact specifications
 - 2. Aesthetic must be perfect in her eyes
 - 3. Big, heavy, expensive material with expensive finish, intricate details.(Vanity)
- vii. Town, village, or county buying railings for property they are responsible for.(usually through bids)
 - 1. BEST PRICE GETS WORK
- viii. Dream State
 - 1. Happy choosing a company because their online presence stands apart from the rest
 - 2. Easy to find due to strong online presence
 - 3. Mind at ease thinking they made the right choice.
 - 4. Pleasant experience browsing this aesthetically pleasing content
 - 5. Feeling they took a step towards keeping their family safe, or scratching the itch to appeal to their own sense of Vanity
 - 6. No code violations, uncle SAM won't bother me once this is done
 - 7. I'd be happy to spend my money if the product look as advertised on this website

3.What do I want them to do?

- a. Google "railings near me"
- b. See Sponsored Content at the top of the page
- c. Click the Company's info
- d. Read reviews
- e. Go to website
- f. Consume content on website
- g. Look at photos

- h. Read testimonials
- i. Schedule an appointment on website or call to schedule
- j. Come to the showroom to see the physical product samples
- k. Make deposit. (BUY)

What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

Stop Searching

- i. See the add in the top 3 Google sponsored results
- ii. Click on the sponsored content
- iii. Read reviews
- iv. Be happy with reviews

Click on link to website

- v. See pictures.
 1. (Seeing all different types of work company has done, from most basic to most intricate and grandiose on the first page is important because of the variety of reasons they are looking for our services)
 2. Enjoy the easy to navigate website that does not require a lot of moving parts to navigate (no one wants to do extra work to spend money). "I love how user friendly this website is"

- vi. Read Testimonials
- vii. See the wide variety of design options and products offered, and be compelled to click or call
- viii. Click to get more info/Contact us tab, Call or email to schedule an appointment at the showroom location to get a quote.
- ix. Come in to showroom for an estimate
- x. Touch the samples, get a feel of the finished product.
- xi. Choose a design, material, finish, color, tec.
- xii. Make deposit(BUY)

DRAFT

Headline 1:

"Family Owned, Serving NYC & Long Island for Over 50 Years"

Headline 2:

"Unparalleled Quality in Ironwork"

Description:

"Experience the artistry of Duke of Iron. Conveniently located for NYC & Long Island, we bring over 50 years of excellence and timeless craftsmanship to every project. Elevate your space with unparalleled quality and elegance."

Headline 1:

"NYC & Long Island's Ironwork Mastery"

Headline 2:

"50+ Years of Timeless Craftsmanship"

Description:

"A Family owned Industry Staple, Discover Duke of Iron, where tradition meets innovation. Proudly serving NYC & Long Island for over 50 years with impeccable quality and exquisite designs that stand the test of time."

Headline 1:

"Conveniently Located Serving Long Island & NYC"

Headline 2:

"Decades of Elegance and Ironwork Mastry"

Description:

"Duke of Iron – the trusted name for over 50 years. Conveniently located to serve NYC & Long Island, we deliver unmatched craftsmanship and sophisticated designs to enhance your home or business."

Headline 1:

"Exquisite Ironwork for NYC & Long Island"

Headline 2:

"Over 50 Years of Trusted Excellence"

Description:

"With decades of expertise, Duke of Iron offers bespoke ironwork that embodies quality and style. Conveniently located to serve NYC & Long Island, we make elegance accessible."

Photo below to be used as a cover photo, for any marketing content that would warrant it. Will be featured on the website when page is finished being redone.

