

## **My Client's Business: Driving School**

### **MARKET RESEARCH**

**Who exactly are we talking to?**

**25yr olds men or women (Mostly Women)**

**Current State:**

**She doesn't know how to park.**

**afraid of driving because they don't know the driving skills yet.\**

**They don't know the rules and regulations of the road.**

**They don't have the confidence to drive on their own.**

**They are still commuting, which is very difficult because it is hot here and very crowded.**

**They are embarrassed by their peers because they don't know how to drive.**

**Dream State:**

**They would finally have the confidence to drive on their own.**

**they can freely go anytime, anywhere whenever they want.**

**they desire to be a great driver whether from parking and either driving a manual or automatic.**

**They would finally be learning all the skills to be a defensive driver.**

**Values and Beliefs:**

**They believe they don't have the confidence and knowledge to drive.**

**They tried to solve their problem before but failed because most people don't know how to teach driving skills to others.**

### **MARKET AWARENESS:**

**Solution Aware —> Product Aware**

**Call out the known solution then offer the product as best form possible of solution.**

**Buy Now, Urgency, Scarcity, Risk Reversal, Social Proof, Crank pain/desire/need. etc**

### **MARKET SOPHISTICATION:**

**Stage1 —> Stage 2**

**(Bigger/Better Claim)**

### **WHAT TYPE OF ATTENTION?:**

**Passive Attention**

**They're just scrolling, chilling, driving, doing something else and you are trying to catch their attention wherever they are.**

**Problem, Mechanism, Product**

**Current State - Targeting Mostly Women that can't drive because they don't have a**

certified license yet, they don't have the confidence to drive, they get anxiety when they are on wheels and they don't want to commute anymore because of hot days or 30 yr old men who need a certified license for them to work as a driver.

**Dream State** - They dreamed of having the knowledge and confidence and the certified license to drive, they would finally be satisfied and confident after getting a license.

**Roadblocks/Problem** - They can't get a certified license unless they go to a certified Driving School.

**Solution/Mechanism** - Go to a Trusted and Top-Notch service from a certified Driving School.

**Product** - Our trusted services will help apply these solutions by making customers learn driving skills (parking, driving rules, street signs, etc.) faster, easier, affordable, and with less risk of failing or crashing because there is a second brake for the driving instructor and our driving instructor is certified to be a driving instructor.

**Type of Ads i will do:** Awareness Type of Ad

**What they sell:** We sell a seminar course where they can learn the rules and regulations of the road. And we have driving courses where they learn defensive driving on the road. (the seminar course is basically a lecture for beginners to get their beginner's license once they pass the exam).

<https://www.facebook.com/betteronedrivingschool>

**Personal Analysis:**

I will be doing ads for them since driving school is very broad in customers, which everyone needs to enroll in or else they won't get a certified license in my country.. Additionally, I found out that they get at least 5-10 people inquiring via facebook which is why I want to increase their sales online. Women are my main target since they don't know how to drive and the second on my list are Men who needs a license for a particular job. Right now, from what I see is that their market sophistication is still at level 1 which is a basic claim, and so that's why I'm going to push it into stage 2 just to get ahead of the competition. Their facebook followers only got 4.8k which is why I will be doing an awareness type of ad just to tell people that "we are here, we have a better claim and proof". To sum it up, I will be doing ads since I will take advantage of online marketing since I see literally no one doing ads in their market but only a few and by taking this advantage we can probably get ahead of the competition faster and hoping it can increase our sales by at least 10%.

Subject line: 🚗 **Are you ready to Drive Confidently in the Busy Roads of Manila?** 🚗

**Looking for a safe and affordable driving school with professional instructors? Look no further than Better One Driving School!**

🔍 **Still feeling inexperienced behind the wheel? Nervous about mastering defensive driving techniques? Unsure about road rules and regulations of the LTO? Do parking nightmares haunt your dreams?**

**In that case, this is your chance to learn defensive driving on manual and automatic affordably and safely!**

**Master defensive driving techniques and eliminate the fear of risking your life and others' on the road!**

💡 **What Sets Us Apart?** 💡

**By enrolling on our Driving School, you will get:**

- ✅ **Professional Instructors!**
- ✅ **LTO Accredited!**
- ✅ **Affordable Pricing for Motorcycles & Vehicles!**
- ✅ **Effective Teaching For Beginners and Refreshers!**
- ✅ **Fast-Track to Confident Driving!**

**transform your driving into a better experience! Our certified instructors are not just teachers; they're your trusted guides for a safe road trip for everyone. So join us at Better One Driving School!**

**Ready to take the wheel? Don't miss out—secure your spot now!**

✉️ **Message Us now on Facebook to learn defensive driving techniques for an affordable price!**

**Images i will put on my ads:**

**(LTO Accredited is basically means were accredited driving school in my country)**

# **BETTER ONE DRIVING SCHOOL**



**Contact Us:**

☎ 0947 695 1137  
☎ 0916 730 3768



**LTO Accredited**


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