

A. The 4 questions from the winner's writing process

0- Context

Told my client that I will get him more than 10 Website Sales until 21.12.

The SM Posts I made performed super well in terms of reach, but brought only 1 sale.

Truly gave my best to film and edit the creative and write the copy of this ad. Followed the Winner's writing process and was confident that it will give me the 10 Sales.

I have 100 Euro left that I can put in the campaign to make this work.

Currently I am testing the copy and creative below - the CTR is only 4% and CPC (Link) is 13 cents...

... but nobody is buying on the website (I already rewrote the website and don't think this is the problem)

Please help me to see what I can't see!

What do I need to improve to make this ad more effective? What problem do I need to fix to get my client the 10 Sales?

Thank you 🍷

1- Who Am I Talking To?

Important:

The campaign is not focused on the benefits of the product like "healthy fastfood"!

I ran a pain/ desire test and targeted the urgent need for Christmas presents - this performed way better (7% CTR).

So I'm completely focusing on that desire and the urgency to get a present on time.

Targeting for the ads: men & woman 20-60 years old living in germany with the interest "italian cuisine" (13-15 million audience size)

(IG: <https://www.instagram.com/allamammapasta> Website: <https://allamamma.de/>)

General Market Research Alla Mamma (translated from German)

Target market:

- People all over Germany like Italian culture and Italian food.
- Full-time employees & self-employed people: A lot of work and little time during lunch breaks

Problems:

- Stressful life: No time to cook. They often don't know what to cook. Your own food doesn't taste good. Lack of time, time pressure, stress
- Shopping, cooking, and washing up take so long, but when they eat quick, unhealthy convenience foods, they feel bad because they know it's not good for them.
- "I want to finally eat healthy, but I just don't have the time to cook every day. I've tried so many ready-made meals, but most of them just aren't tasty or healthy."

Wishes:

- Delicious food that is ready quickly and without stress.
- Healthy fast food: Natural and high-quality ingredients instead of additives, flavor enhancers, preservatives or added sugar.
- No more having to worry about food. Have more time to enjoy and relax. Have a good mood and be happy.

Values/beliefs:

- Healthy eating is important. Fast food is unhealthy. Sustainability is important.
- I don't have time to cook healthy food. Cooking healthy is difficult and time-consuming.

Roadblock:

- Don't know that there is also healthy fast food.
- "How can I prepare healthy food when I don't have time?"
- "Can ready meals really be healthy and sustainable?"

Solution:

- Italian ready meals from Alla Mamma - quick, healthy and delicious.
- Nutrient-rich and healthy, easy and quick to prepare, tasty and varied.
- Health benefits, quick and easy preparation, taste and quality

Product:

- Fast: Become a chef in two minutes! Quick & easy preparation. When things have to go quickly again. Ready in no time. No shopping, no cooking and no annoying washing up. No stress. To save time.
- Healthy: Made in a family business in Italy from natural ingredients of the highest quality, thanks to the particularly gentle production, all healthy nutrients are retained, without the use of additives or preservatives! No flavor enhancers, shelf life is one year if not refrigerated. Nutritious and balanced meal. No added sugar. Best quality Made in Italy
- Delicious: True Italian tradition, made with love, just like mom. Delicious and varied. You can taste the quality. Made with a lot of love.

Unanswered Questions:

- “How can I eat/cook healthily even if I have little time?”
- “How can I eat healthily without standing in front of the stove for hours every day?”
- “How can I prepare healthy food when I don’t have time?”
- “Can I really have a healthy meal without spending a lot of time in the kitchen?”
- “I have so much to do and no time to cook. How can I eat quickly and still eat healthily?”
- “I want to eat healthy, but anything quick is usually unhealthy.”
- “What should I cook/eat (during lunch break)?”
- “Are there any healthy ready meals that don’t make me feel bad after eating?”
- “How can I make eating healthy easy?”
- “How can I eat delicious Italian food more often without going to restaurants so often?”
- “I love Italian food, but making it myself is so time consuming.”

2- Where Are They Now?

They are on Instagram or Facebook - Feed/ Stories/ Reels

Picture: Chilling on the couch on this sunday/ after they come home from work on Mo/Tu/Wed

3- Where Do I Want Them To Go?

I want them to click the link and then use the discount to buy on our website.

4- What Steps Do They Need To Take?

The top players didn’t really have something similar to this campaign - I modeled the edits from tiktok cooking videos and created the copy skeleton from the bootcamp lessons, Alex Horomozi’s content chapter in \$100M leads and other successful christmas campaigns that I found in the FB Ad library.

1. Hook

Meet them where they are. Find the unanswered question they’re having inside of their brain right now. Everybody has 2-3 main problems in their life that they think about all of the time. When driving to the gym, trying to sleep - Find out what they are currently thinking about and then enter that exact conversation. What is actually gonna make your avatar stop and watch this video?

2. Retain

Give them a clear reason why - What challenges are they facing, what is my solution, why should they care? Focus on the benefits → communicate them clearly. The reader only cares about the details if they are connected to what they care about.

What are the words they use to describe their pains/ desires. Understand the dialogue they currently have inside of their brain. you have to truly understand what they key roadblock is to

communicate it to them and lay out the full path. Mix cliché with powerful imagery or the conversation your avatar is already having inside of their brain.

Research: move from abstract to specific - I'm able to relax → Finally I was able to fall asleep, sleep at night and truly relax. Paint the picture of what the experience actually looks like for them

3. Reward

- You need to build curiosity with specific fear or desire. have 3-4 fascinations in there so they ask themselves - where do I go, where do I sign up, etc. Loop her in and talk directly to her.

4. Caption

The content is the main thing you need to focus on → Hook, Story, CTA, etc. The caption just directs their consciousness. The video is the first battle you have to win.

After they watched and liked the video, they click on the expand - 1st part of the caption: something interesting and related to the reel. the rest stacks on top of the experience inside of the video and directs them to take action

Skeleton:

Video:

Hook: Callout Christmas Present

Retain: Edits & sensory language

CTA: Discount & Urgency

Caption:

Fascination

Dream State + sensory language

Benefits

CTA + Urgency

Discount

B. My Copy

This is the ad creative: <https://streamable.com/aldreq>

(streamable shows the video in a better quality than drive, the link is safe)

English Translation:

Skript of the Creative:



The perfect gift for Italy fans!



Save 20% with discount code "ADVENT"


Headline:


🍝 Pasta makes happy!

Caption:

 Good Food = Good Mood 

Surprise your loved ones with Italian delight under the Christmas tree  

Only high-quality ingredients - Ready in 2 minutes - Made with love 

 Order now so that the package arrives on time!

 20% discount with code: "ADVENT"

Original in German:**Skript in Creative:**



Das perfekte Geschenk für Italien Fans!



Spare 20% mit Rabattcode "ADVENT"

Headline:

 Pasta macht glücklich!

Caption:

 Gutes Essen = Gute Laune! 

Überrasche deine Liebsten mit italienischem Genuss unter'm Weihnachtsbaum  

Nur hochwertige Zutaten - In 2 Minuten fertig - Mit Liebe gemacht 

 Bestelle jetzt, damit das Paket noch rechtzeitig da ist!

 20% Rabatt mit Code: "ADVENT"

C. My best guess & analysis

Why I could not match the cause for my desired effect:

- I solely focus on the benefits/ dream state and not pain points. (my client said I shouldn't do this)
- I only have 2 captions (Decided to do that because so much happens in the video)

Besides that...

I don't see what I need to improve!

That's the main thing here.

I'm not desperate, I just can't find the problem I need to fix.

Please tell me what I can't see. That's what Andrew said is the point of the aikido channel.

Be ruthless. What am I doing wrong? Why is nobody buying?

D. Unlisted Rumble video with 100 pushups

Link: <https://rumble.com/v41q7mv-copy-aikido-218-pushups.html>