

VocalBloom Ads set #3

VocalBloom is a local music studio with 3 teachers teaching vocal lessons and guitar lessons for 100€ per month. The first lesson is free and they get 1 lesson a week.

Winners Writing Process

- What specific business objective am I seeking to accomplish with this project? Why is it important?

I am seeking to improve my client's sales.

- What part of their online presence/funnel is needed to achieve this business objective?

Social media (Facebook) ads are needed to convert traffic to stores to fill a registration form.

1. Who am I talking to? (Vocal Bloom Market Research)

Mainly women but both men and women in Lithuania.

Approximate age range- 14-35/40 years old.

2. Where are they now?

- a. Scrolling on Facebook;
- b. Level 3 solution aware and I'd say level 4-5 sophistication level.
- c. Current levels
 - i. Pain/Desire - 4-5/10, they feel insecure anxious, and unhappy their voice is cracking and they cannot hold high or even any notes. **For them to take action I assume their desire levels should be 5-6/10, just one**

more crank of pain/desire and that should be good to sign up;

- ii. Belief in the idea of communication games for couples- 6-7/10. They know that individual vocal lessons are working and are great for improving their voice.
- iii. Trust in my client - 2-3/10, it is a smaller business compared to a competitor here in Vilnius. **For them to take action I assume their trust levels should be 4-5/10. I think we can establish trust not only via ads but on the sales page as well;**

d. Current state (find more in the research doc.)

- i. **They are afraid of getting embarrassed/ laughed at, when they start to sing and it's not good bruv;**
- ii. Embarrassed by their voice and that they can't sing;
- iii. Angry and sad that they didn't learn to sing when they were younger;
- iv. Sad and confused that they are too old to learn how to sing.
- v. They are stressed after a long day at work
- vi. They are angry at themselves that they didn't seize the opportunity to learn how to sing when they were in school etc.
- vii. They are angry that they have to work a 9-5 and that it's hard to fulfill their dream of singing.

e. The dream state (find more in the research doc.)

- i. They want to be able to sing beautifully- and hold high-long notes.
- ii. They want to get compliments from their friends and family on how beautiful their voice is.
- iii. They want to feel confident and secure about their voice and overall about themselves.
- iv. They want to fulfill their childhood/lifelong dreams to sing, despite their age
- v. They want to relax and relieve stress after a dull day of 9-5 work.

3. Where do I want them to go?

- a. Stop scrolling and read the ad;
- b. Click the link and proceed to my client's page to sign a registration form;

4. What are the steps (experiences) I need to take them through to get them from where they are to where I want them to go?

- a. Stop scrolling and read the ad;
 - i. A bright color background and/or bold letters to capture attention;
 - ii. A short and catchy testimonial phrase from the customer that would serve as the headline to get a small feeling of excitement and stop the scroll or one of their biggest objections: **I don't have a voice to sing (which is false).**
 - iii. A quick glimpse into their painful state or dream state to increase their levels of pain/desire- **I have a testimonial for that;**
- b. Click the link to fill out the registration form.

Ads Copies

This is the sign you've been waiting for to start singing! ✨

Whether you dream of standing on stage in front of an applauding audience or singing around a campfire, giving your friends goosebumps...

You have the opportunity to transform your voice into one that everyone loves to hear.



"A year ago, I never would have dared to think I could sing solo in front of a full hall. Now, I can boast about it!" - Agnè

Join our supportive coaches and community, and gain the confidence to captivate hearts with your beautiful voice. 🌸

DON'T WAIT! This summer, spots are LIMITED due to high demand.

 Sign up for your first FREE lesson now and start your musical journey!"