

Chiropractic Clinic aiming to get new customers through Meta Ads

1. Who am I talking to?

i. Gym Goers

b. Demographic:

- i. Age: 18-30
- ii. Gender: Either
- iii. Location: Southampton
- iv. Occupation: Physical labour, Gym goers
- v. income level: Have a bit of disposable income

c. Psychographics:

i. Interests:

- 1. Going to the gym
- 2. Health
- 3. Sports
- 4. Physical activity

ii. Values:

- 1. Kindness
- 2. Hard work
- 3. Honesty
- 4. Truth
- 5. Reality

iii. Lifestyle:

- 1. Active
- 2. Always working

iv. Pain points:

- 1. Joint
- 2. Muscle Back pain
- 3. Etc.

v. Challenges:

- 1. Pains
- 2. Plateaus
- 3. Unable to do usual life activities

vi. Motivators:

- 1. Self improvement
- 2. Proving they are as strong as they say they are
- 3. Confidence
- 4. Happiness
- 5. Satisfaction

vii. Desires:

- 1. Confidence
- 2. Happiness
- 3. Satisfaction
- 4. Breaking PRs
- 5. Breaking plateaus
- 6. Look better
- 7. Feel less achy

viii. Fears:

- 1. Long term injury

2. Depression
 3. Unable to work/exercise
 4. Alone
 5. People may look at them badly
- ix. Aspirations:
1. Break PRs
 2. Happier than ever
 3. More confident than ever
 4. More able than ever
 5. No pain

d. **Digital Proficiency:**

- i. Proficient with phones laptops etc
- ii. Phone
- iii. Social media, Reddit, Google

e. **Trust issues?:**

- i. Sceptical

2. **Where are they at now? (Current State)**

a. **Stage in the Funnel:**

- i. **Awareness:** Level 3 Solution Aware
- ii. **Consideration:**
 1. They don't want long term pain.
 2. They don't know us
 3. Cost
- iii. **Decision:**
 1. Far from paying for an appointment
 2. Click link to find out more
- iv. **Action:**
 1. Stop scrolling
 2. Read copy
 3. Follow Link
- v. **Loyalty:**
 1. Physiotherapy?
 2. Existing chiropractor?
- vi. **Advocacy** (Likelihood to recommend to a friend):
 1. Low

b. **Market Awareness:**

- i. Level of awareness of problem/solution/industry:
 1. Level 3 Solution Aware

c. **Problem Awareness:**

- i. Understanding of the specific challenges they face:
 1. They know they're in pain
 2. They don't know why

d. **Solution Awareness:**

- i. Knowledge of potential solutions available:
 1. Chiropractors
 2. Physiotherapy
 3. Stretching
 4. Yoga etc

e. **Stage of Sophistication:**

- i. How advanced are they in their research and evaluation of solutions?
 - 1. Some research.
 - 2. Not extensive
 - f. **Current Pains:**
 - i. **Struggling with pains in**
 - 1. Hips
 - 2. Shoulders
 - 3. Neck
 - 4. Joints
 - 5. Knees
 - 6. Wrists
 - 7. Back
 - 8. Etc.
 - ii. **Facing inefficiencies in**
 - 1. Performance in the gym
 - 2. Quality of life
 - 3. Basic tasks are harder
 - iii. **Experiencing**
 - 1. No progress with stretching (not doing it)
 - 2. Pains
 - 3. Identity crisis
 - 4. Loss of mobility
 - g. **Current Actions: What can they do now?**
 - i. **Research Potential:**
 - 1. Chiropractors
 - 2. Physiotherapists
 - 3. Tips online
 - ii. Conducting research on Google to explore different solutions and industry trends.
 - h. **Dream State Desires:**
 - i. A pain free life with more mobility, with a firm sense that they are strong, making progress in the gym.
 - ii. More seamless integration of new chiropractic care with prior commitments.
 - i. **What are they doing to make the current state less painful?**
 - i. They are fat
 - 1. Going to the gym
 - ii. Don't get girls
 - 1. Trying to use online tips
 - iii. Plays video games to escape the painful reality.
- 3. **What do I want them to do? (Desired Action)**
 - a. **Specific Actions:**
 - i. Like post
 - ii. Click link
 - iii. Book appointment
 - b. **Micro-Conversions:**
 - i. Stop scrolling
 - ii. Read copy

- iii. Sign up for newsletter

4. What do they need to experience/think/feel to do that? (Emotional Triggers)

a. Objective:

- i. Guide the target audience through the customer journey.
- ii. Influence their decision-making process.
- iii. Change their world views

b. Emotions to Trigger:

- i. Curiosity: Spark interest and intrigue to learn more.
- ii. Interest: Hold their attention and encourage further engagement.
- iii. Excitement: Generate anticipation and positive associations.
- iv. Hope: Offer a vision of a better future or desired outcome.
- v. Trust: Establish credibility and reliability through social proof and transparency.
- vi. Confidence: Assure them that your product or service is the right solution.
- vii. Urgency (IF Applicable): Create a sense of timeliness to encourage immediate action.
- viii. Fear of Missing Out (FOMO): Highlight the benefits they could miss out on by not acting.
- ix. [Add any other relevant emotions to your specific context]

c. Thoughts to Generate:

- i. "This solution can solve my problem."
- ii. "This company understands my needs."
- iii. "This product is good value."
- iv. "I trust this company/brand."
- v. "I need to act now before it's too late."
- vi. [Add other thoughts that align with your desired action]

d. Experiences to Provide:

- i. Personalised interactions: Tailor messages and offers to individual needs.
- ii. Social proof: Showcase testimonials, case studies, and reviews.
- iii. Free trials or demos: Allow the audience to experience the product/service firsthand.
- iv. Valuable content: Offer informative and engaging content that educates and entertains.
- v. [Add other experiences that align with your brand and target audience]

5. How do I create that experience? (Tactics & Channels)

a. Tactics:

- i. Content marketing (blog posts, articles, videos)
- ii. Social media marketing
- iii. Email marketing
- iv. Paid advertising
- v. Webinars
- vi. Events
- vii. Public relations
- viii. Etc.

b. Channels:

- i. Website
- ii. Social media platforms
- iii. Email
- iv. Search engines
- v. Industry publications
- vi. Etc.

6. Additional Considerations:

a. Competitor Analysis:

- i. What are your competitors doing to attract and engage this audience?
 - 1. The Drs are building following on social media
 - a. Attractive women usually with big tits or ass in video
 - 2. Using google ads
 - 3. Meta ads
 - 4. Email list & newsletter
- ii. How can you differentiate yourself?
 - 1. Muscle sculpt treatment (email marketing)
 - 2. Experience - We have the most welcoming experience etc
 - 3. Identity play - Reach your full potential etc

It's an instagram post so we can gauge what gets the best interaction/views etc for when we do start paying for ads

My name's Dan. I'm 25, and I work construction in Southampton.

I've always been active—played football in high school, and now I'm addicted to hitting the gym.

I love the pump, the sweat, pushing myself to lift heavier, run further. But lately, it's been a struggle.

My shoulders ache, my knees creak, and my back's always tight. It's slowing me down at work, and I can't seem to hit my PRs anymore.

It's frustrating, and it's starting to mess with my head. I value hard work and pushing limits, but this pain is making me question my strength.

I see guys younger than me lifting more, running faster, with none of the aches and pains I'm dealing with. It's hard not to feel like I'm falling behind.

I try to stretch, follow those YouTube mobility routines, but nothing seems to stick. It's like my body's betraying me.

And I hate to admit it, but I'm scared. Scared of long-term injuries, scared of not being able to do the things I love.

I scroll through Reddit, see posts about chiropractors helping guys with similar issues. I've looked into it before, but it always felt like something for older folks, or people with serious injuries. But now, I'm not so sure.

I'm not one to give up easily. I want to be pain-free, move freely, hit those PRs I know I'm capable of.

I want to wake up feeling strong, not stiff and sore.

I want to feel confident in my body again, not like it's holding me back.

So maybe it's time to look into this chiropractic thing seriously.

Maybe it's the missing piece.

I'm ready to explore any option that could help me get back to feeling like my best self.

COPY

Picture/Video of you providing a treatment

1.

Don't let those pains stop your gains.

Free yourself from the neverending pain stealing your potential and leaving you behind.

Schedule a FREE chiropractic consultation today and get back to peak performance.

2.

Don't let joint pain sabotage your fitness goals. Break free from chronic discomfort and unlock your full potential with chiropractic care.

Imagine moving with ease, training harder, and achieving peak performance. Meridian Massage & Bodywork is your key to that reality.

Schedule a FREE consultation today and discover how our personalised chiropractic care can help you restore your potential.

3.

Don't let joint pain sabotage your fitness goals. Break free from chronic discomfort and unlock your full potential with chiropractic care.

Imagine moving with ease, training harder, and achieving peak performance. At Meridian Massage & Bodywork, we have the key to that reality - personalised chiropractic care designed to unlock your body's full potential.

Schedule a FREE consultation today and discover how our expert team can help you restore your potential.

4.

Don't let joint pain sabotage your fitness goals. Break free from chronic discomfort and unlock your full potential with chiropractic care.

Imagine moving with ease, training harder, and achieving peak performance. At Meridian Massage & Bodywork, we hold the key to that pain-free reality.

Our personalised chiropractic care is designed to unlock your body's full potential, so you can embrace an active life without limits.

Schedule a FREE consultation today and discover how our expert team can help you restore your potential.

5.

What If You Could Train Harder, Lift Heavier, and Run Faster Without Nagging Joint Pain Holding You Back?. Break free from unrelenting pain and unlock your full potential with chiropractic care.

Picture a version of yourself who moves without limitations, trains with passion, and achieves peak performance in everything you do. Imagine your life where pain is a

distant memory, replaced by the exhilaration of achieving your fitness goals with ease.

Our personalised chiropractic care is designed to unlock your body's full potential, so you can embrace an active life without limits.

Schedule a FREE consultation today and discover how our expert team can help you restore your potential.

6.

What If You Could Train Harder, Lift Heavier, and Run Faster Without Nagging Joint Pain Holding You Back?. Break free from unrelenting back pain and unlock your full potential with chiropractic care.

Picture a version of yourself who moves without limitations, trains with passion, and achieves peak performance in everything you do.

Envision your joints moving freely as workouts become a source of joy, not pain. While you experience the exhilaration of achieving your fitness goals with ease.

Our personalised chiropractic care is designed to unlock your body's full potential, so you can embrace an active life without limits.

If you're sick of seeing younger guys lift more and run faster than you then schedule your FREE consultation today and discover how our expert team can help you restore your potential. Experience the Meridian Difference Today.

What If You Could Train Harder, Lift Heavier, and Run Faster Without Nagging Joint Pain Holding You Back?. Break free from unrelenting pain and unlock your full potential with chiropractic care.

Picture a version of yourself who moves without limitations, trains with passion, and achieves peak performance in everything you do.

Envision your joints moving freely as workouts become a source of joy, not pain. While you experience the exhilaration of achieving your fitness goals with ease.

Our personalised chiropractic care is designed to unlock your body's full potential, so you can embrace an active life without limits.

Schedule a FREE consultation today and discover how our expert team can help you restore your potential.

Picture a version of yourself who moves without limitations, trains with passion, and achieves peak performance in all areas of life. Imagine your life where pain is a distant memory, replaced by the exhilaration of achieving your fitness goals with ease.

Imagine a world where your body feels strong, your mind feels focused, and your workouts bring you joy and accomplishment.

Imagine a life where every workout is a victory, and you're living your healthiest, most active life.

Imagine your life where pain is a distant memory, replaced by the exhilaration of achieving your fitness goals with ease.