

WWP - Active search

1. Define the Business Objective

- **Objective:** The business aims to acquire **5 clients per week** by offering energy certification services to property owners in Belgium who are preparing to sell their properties.

Recap:

- The goal is to attract and convert 5 property owners per week who are legally required to obtain an energy certificate before selling their property.

2. Choose the Funnel/Marketing Asset

- **Funnel/Asset:** Focus on capturing high-intent leads who are actively searching for energy certificate services:
 - **SEO** to rank for terms like "EPC certificates Antwerp" or "certificates needed for property selling Belgium"
 - **Landing Pages** optimized for conversions, where users can easily schedule an appointment or book the service.

Example:

- We will do SEO targeting property owners searching for energy certificates in Belgium. Their active search will direct them to a landing page where they can book a quick appointment for certification.

3. Define the Target Market

- **Target Audience:** Homeowners, landlords, and real estate agents who are actively selling properties in Belgium.
 - **Demographics:** Property owners aged 30-65, living in Belgium, preparing to sell their property.
 - **Behaviors:** Actively searching for required services like energy certificates on Google.
 - **Needs:** A quick, affordable, and legally compliant energy certification service that ensures their property sale can move forward.

Recap:

- Our target market includes property owners in Belgium who are required by law to obtain an energy certificate before selling their property. They are seeking a reliable, fast, and affordable service to comply with this legal requirement.

4. Analyze the Current State

- **Current Market Awareness:** The audience is aware they need an energy certificate but may not be familiar with the best provider.
- **Sophistication:** The audience knows an energy certificate is legally required but may be unclear on the exact process, timeline, or how to choose the best provider. They seek a quick, reliable service to ensure compliance without delaying their property sale.
- **Desires:** They want a hassle-free, quick, and legally compliant energy certificate service that doesn't delay their sale.
- **Beliefs/Trust:** They may be comparing prices or services to find the best and fastest option. Trust is crucial. Clients need to know the service is legitimate and certified.
- **Competitors:** Other energy certificate providers may offer similar services, but you can stand out by emphasizing speed, affordability, and legal compliance.

Recap:

- Property owners are aware of the legal requirement but may be unsure which provider offers the best value. They are looking for a trusted service that can provide the certificate quickly and affordably without complicating the sales process.

5. Define the Desired Actions

- **Action:** The desired action is for potential clients to **book an energy certificate appointment** or **get a quote** directly through the website or landing page.
- **Conversion Goal:** Get at least **5 new bookings weekly** for energy certification appointments via organic traffic.

Recap:

- We want property owners to book an energy certificate consultation directly on the website after clicking the website, ensuring compliance with the legal requirements before selling.

6. Craft the Persuasive Strategy

To convert the audience, we need them to:

- **See:** A clear, compelling offer for energy certificates, emphasizing speed, compliance, and affordability.
- **Feel:** Confident that they are choosing a trusted, reliable service that will make the sales process smoother.
- **Experience:** A seamless process, from booking to receiving their certificate quickly and efficiently.

Key Persuasive Elements:

- **Headline/Ad Copy:** Use clear, benefit-driven headlines and copy that highlight the legal necessity and quick service:
 - Need an Energy Certificate for Your Property? Fast, Affordable, and Compliant.

- Selling Your Property in Belgium? Get Your Legally Required Energy Certificate Today!
- **Trust Signals:** Showcase testimonials, certifications, and the legal requirement to build trust.
- **Urgency:** Include messaging that stresses urgency like "Before you sell, get certified—book your energy certificate in 24 hours."
- **Simple Call to Action:** Use prominent CTAs like "Book Now" or "Get Your Certificate Today" to encourage immediate action.

Example:

- Selling or renting your property? Get your energy certificate fast—schedule an appointment today and ensure your sale goes smoothly. Certified, reliable, and legally compliant in Belgium.

7. Drafting and Refining

- **Initial Draft:** Write landing page content that clearly communicates the urgency of obtaining the energy certificate, along with the service's speed and reliability.
- **Refine:** Test different versions of the ad headlines, CTAs, and landing page layouts to see which generates the most conversions.
- **Optimize:** Based on performance metrics (click-through rates, bookings), adjust the copy and design to maximize lead generation and conversions.

Example Landing Page Copy:

- **Landing Page Copy:** Selling your home in Belgium? Sell your home quicker after you ensure compliance with an official energy certificate. Quick, affordable, and hassle-free. Schedule your consultation today.

Key Points for Execution:

- **SEO:** Targeting high-intent keywords such as "energy certificate for property Belgium," "obligatory energy certificate," "get energy certificate fast Belgium," or "EPC certificate Belgium"
 - **Optimized Landing Pages:** The landing pages should be straightforward, focused on conversion, with easy-to-access booking forms and clear calls to action.
 - **Tracking & Adjustment:** Monitor ad performance and landing page metrics. Make adjustments to improve click-through rates and conversion rates as needed.
-