

Heat Pump Ad

Source:

TRW → BM → Daily Marketing:

<https://www.facebook.com/ads/library/?id=1478195926469045>

Creative Translation

Tired of expensive electrical bills?

Install a heat pump and reduce your electric bill with up to 73%

30% discount for the first 54 persons who fill in the form.

Fill in the form

Headline Translation

Get a free quote on your heat pump installation

Body Copy

Get a free quote and guide before buying your heat pump.

The first 54 people who fill in the form gets 30% discount.

Fill in the form, don't miss out on this offer

We will get back to you in 24 hours

Targeting

- Age: 25 - 64
- Genders: All genders
- Location: Sweden. Kristianstad, Skane county and 40 miles around
- Languages: Swedish
- Detailed Targeting: I left this open
- Estimated audience size: 277,100 - 326,000

Analyze

Part 01

Question 1)

What's the offer in this ad? Would you keep it or change it? If you would change it, what would your offer look like?

Answer:

The offer of the ad is a 30% discount for the first 54 people who fill in the Form.

I would change it.

Because we don't compete on price.

I would instead offer something like: "Fill in the Form to Receive a Free Calculation on How Much Your Electric Bill was Saved using the Heat Pump"

Or A Free Quote.

Something they would expect to see if they have gone through the whole ad.

Question 2)

Is there anything you would change right away if you were going to improve this ad?

Answer:

The thing I would change right away once I saw this ad is the Headline of the ad.

Because no one gives a shit about the heat pump.

They do give a shit about saving their electrical bill up to 73%, which was indicated in the subhead of the creative.

That itself would make a better headline.

So, it can be something like:

Save up to 73% of Your **Electrical Bills** with this Heat Pump.

I may also only target male for th

Part 02

Question 1)

If you would have to come up with a 1 step lead process, what would you offer people?

Answer:

If I use a 1 step lead process, I would offer:

Fill out the Form and We'll Come back to you Within 24 hours.

Skip the Discount part.

Question 2)

If you would have to come up with a 2 step lead process, what would you offer people?

Answer:

Step 01 - Fill in the Form to Receive a Free Calculation on How Much Your Electric Bill was Saved using the Heat Pump

Step 02 - Closing: Schedule the Installation.

Give them the Results of Calculation.

And give them a brief explanation on how their heat pump would save that amount of money. Why is it a better option than the current one?

(I may also add the quote.

It seems too piled up of a plate

But it maybe something that move the needles

So I may consider testing it also

And tailored in a way it would be digestible.)

—> CTA: Schedule the Installation.

If they did schedule. Good.

If not, retarget them. Or follow up.

P/S: The List of questions from the Form may look like this:

I - Contact info (The whole purpose of the Form → to reach out and to filter the audience)

1- Name

- 2- Gender
- 3- Age
- 4- Address
- 5- Phone Number

II - Qualifying Questions - Make it multiple choices so it's easy for them to answer and finish.

- 1- The Average Range of your Current Electrical Bill?
- 2- Type of accommodation you are living in?
- 3- What's your Family Size?
- 4- What's the Source of your energy supply?

I'm not qualified in the electrical segment. But the idea is to ask genuine questions to qualify the customer, know their current situation and come up with solving the problem for them.