

Marketing - Cottage to rent Close to the Kruger

Business objective - Getting people to make a booking for a getaway holiday in the bush and around animals

Winner's Writing Process

1. Who am I talking to?

- a. Men or Women (family) who loves the bush and being around nature seeking an adventure for the whole family

2. Where are they at now?

- a. They are now scrolling on the different social media's trying to escape their live with a dopamine rush
- b. They can be looking for different get away holiday homes where they can have a nice break from their daily lives
- c. Level 3 Awareness - Solution Aware
- d. Current State:
 - i. Bored and tired of their normal live, looking for an escape with an adventure.
 - ii. Embarrassed of their normal live don't have any outside experiences
 - iii. Women -> Security -> Family ->Based on their surroundings.
 - iv. - Attention
 - v. - Social acceptance, by telling interesting stories on where they have traveled to
 - vi. - wants to experience different Communities and cultures
- e. Dream State
 - i. Having family experiences getaways
 - ii. More stories to tell to their friends and family
 - iii. Having more photos in their house with these experiences and adventures
 - iv. yet it's such a showstopper and everyone loves it!!
- f. Solution - Look for their desired getaway places on the web or social media
- g. Product - Cottage to rent big enough for a family that is somewhere in the bush and around nature
- h. Current desire - 7-9/10
- i. Belief in idea/solution - low
- j. Trust in company - Medium alot of review on different booking platforms

3. What do I want them to do?

- a. To visit our page and staying on our page looking at all the adventures they can do
- b. Make a booking
 - i. Boost trust in company
 - ii. Boost belief in idea
 - iii. Connect with their current desire

4. What do they need to experience/think/feel to do that?

- a. Stay on the page
 - i. Seeing themselves already walking in nature
 - ii. Going on this adventure with their family
 - iii. They need to feel relaxed when they are on the page as if they are already there
 - iv. They need to feel that it is safe because they want to take the whole family
 - v. Trusting the reviews of other people that have been there
- b. Making a booking?
 - i. Classic level 3 play . DREAM OUTCOME + Why we are better (Experience stage 5 play)
 - ii. Crank outside credibility factors
 - iii. Talk about experience and “values” (alignment with customer and desires for experience)
 - iv. Quick qualification of customer (This is for x person)
 - v. CTA -> Make a booking now!!

Why us?

- Safety and affordability
- Social proof to back up claim of how good experience is
- Clean neat and tidy
- Talk about experience, and plenty to do around the area

Show dream state

- Being in a safe environment alongside with his family listening to the birds and animals in the bush

Crank credibility

- Boost their trust in the page looking at different reviews maybe people that they recognise
 - Adds extra “sauce” to the dream outcome

CTA section

- Full experience and seeing the adventure
- Maps
- CTA BUTTON

GENERAL NOTES

- I need to make sure that the person that is visiting the webpage already feels like he is in the bush and on a adventure to tell these stories to his friends and family