

Context:

She is an interior designer who aims to get 8 clients a year at minimum - This is very little, and will be done easily.

She also has months with many projects but also months with none. She is currently sitting on 1 project so getting her quick clients is CRUCIAL for now.

Her current goal is to get 1 more client for now. This should be easily done.

She tried a lot of stuff on her own, but technical difficulties always made it hard for her and because of that, she has a site with bugs, 2 GMB profiles and 2 FB profiles.

So the biggest problem right now, is almost no traffic due to technical problems and inability to convert leads due to bad website design and copy.

She said that even though she has an active facebook and instagram, she gets no clients from there. My best guess is that it's because of the bad quality site and inability to convert those followers that are waiting for a good occasion.

She wants to target small 2-3 room apartments that are not even started. This is her favorite customer type but she can take any for now.

This potentially leads us to taking some kind of deal with developers. Taking a B2B approach here might also be interesting. We can use it as an addition. **Do you think B2B is worth a shot?**

What can we use and will use?

Facebook account with 1.1k followers and 5 reviews

- She has a nice facebook account with a good amount of followers and posts, low-medium engagement (around 10+ likes on every post)
- <https://www.facebook.com/AnnaKarJan>

Instagram account with 900 followers

- She has an somehow active instagram account with 900 followers and a good number of projects and realizations. The problem is the impression it gives, so we need to delete some of the posts available there, or at least hide them.
- https://www.instagram.com/annakarjan_architektwnetrz/

Site build on wordpress

- Quick one-pager that lacks both information and design. It's almost impossible to find any information and everything is hard to read.
- <https://annakarjan.pl>

Facebook groups

- We have facebook groups for one easy and quick project. We need it to build trust so utilizing facebook groups might also be a good way to do it organically.

GMB profile with 2 reviews

- GMB profile with 2 reviews, but she is looking for a way to gain more. If we can achieve at least 8-10 reviews + get her profile full and running, it will likely result in an increase of traffic going to her site.

Past customers

- We can somehow utilize our past customers in order to get those 1-2 quick projects in.

60-80 traffic every month

- Improving the site will likely result in converting at least 3-5% of that traffic.

Since she has good social media presence I teased:

Complete site re-do + social media DM funnel to monetize her current followers list.

DEAD-SIMPLE SOCIAL MEDIA DM FUNNEL

I think this is the lowest hanging fruit since she already has a nice online presence, but she needs a complete site re-do.

But since doing all of this together with GMB optimisation and other stuff, would put me in not a good position for this project - we won't have any upsells, it's best to start small and with a project that drives immediate results

So considering this, my discovery project would focus on doing DM funnel, facebook ads and high quality landing page with good intro offer like a free consultation.

Why do I think it might work? And what may cause it to fail?

I think the site is the biggest problem here + technical stuff. Sorting this out will set her up for a good amount of traffic in the future.

But since we need clients NOW, utilizing her past customers and followers will likely result in AT LEAST 1 project + by doing facebook ads as an addition we can ensure that my discovery project will generate her nice results. Here is the basic math to it:

📌 BASIC MATH for Anna KarJan

But in order to everything add up, we need at least 3-4 posts that will re-engage the audience a little more, possibly allowing us to sell them full service + high quality reviews to put on the website.

Why may it fail?

First of all her instagram and facebook accounts are getting very low views and most of it may be from family and friends. I can't verify if those are her followers that are monetizable or somebody else.

Due to this, my math may be completely off and the DM funnel itself might not generate any results.

The same with google traffic. We also can't see currently if it's monetizable or these are just direct searches.

We will verify both of this as soon as possible, but we still need to pick the right project.

There might also be some problems with the budget. She said that she would love to collaborate with me, but don't know if the budget will allow her.

This might suggest that she also does not have money for google or facebook ads.

But we can do aikido somehow, if it sets me up for a bigger payment in the future.

How would I solve this issue?

Framing the DM funnel as an addition to the facebook ads.

This would make her trust me more, because even if the funnel will initially fail I could just say - "Yes, we knew it would happen but it was worth a shot anyways, let's go back to the main thing" and just continue with facebook ads without her losing trust in me

The problem here is that she said that money is her biggest concern so far. She bought a site for 1.5kzł (400\$) but it sucks and she agrees and she knows she needs another one.

That's why I think charging her around 1k for a discovery project in 2 installments would set me up for great projects in the future. Especially, since we will have to guarantee her 1-2 projects that will leave her with around 5k\$ to spend on another big project.

So the discovery project will contain a DM funnel + facebook ads + landing page to drive immediate results and allow me to spend more time on creating a high quality website that will allow her to achieve her long-term goals.

AI suggests that I frame the discovery project as a way to "gain more insights and data, in order to make more money for her in the future".

The only problem with this might be the price. 1k\$ for her might be too much, but with good math, presentation and other stuff it will be more likely for her to agree.

Even if she doesn't initially agree to that price, I will negotiate with her to get at least 3-4kzł from that project.

What objections might she have while presenting the offer?

"What about the site redoing you talked about so much?"

Yes, site re doing is also very important but that's not our current target yet. We want to start low, gather data and insights inside the market, get you quick 1-2 projects. Later, this will allow us to create a high quality, impactful website considering data we have from our campaign. This will result in both quick results and long term results from both projects.

"How can you be sure you can deliver results with those ads?"

Facebook ads allow us to do 2 things.

1, we can easily target our target audience due to very intelligent targeting options provided by facebook.

2, we can quickly test and iterate our way to success. Unlike other advertising platforms facebook allows you to quickly test and improve your strategies minimizing time to get results.

We can see many other interior designers do the exact same things and it works for them perfectly and I am sure we can make it even better for us.

“Why is this so pricey?”

Acknowledge the Objection: “Yeah, I understand that the upfront cost can feel significant, and that's why I want to approach this in a way that aligns with your financial comfort.”

Handling the Immediate Cost Concern: “That’s why I’m proposing a split-payment plan: \$2,000 upfront to get started, and the remaining \$2,000 only after we achieve the agreed-upon results. This way, you don’t have to bear the full financial burden right away, and you can see value before completing the payment.”

Demonstrating ROI: “Even with just 1 or 2 new leads converting into clients, you’ll not only cover the entire cost of this project, but everything beyond that will be pure profit. Considering the revenue a single new client could bring in, this project quickly becomes a profitable investment rather than an expense.”

Future Benefits: “And beyond the immediate gains, this project sets the foundation for an even bigger payoff down the road. The data and insights we gather will directly inform a high-quality website redesign in the future, one that’s optimized to convert even more visitors into clients. This will position you to earn even more and grow your business sustainably.

Market research - Czego szukają?

Aranżacja mieszkań i domów w stanie deweloperskim – 30-40%

- Klienci kupujący nowe mieszkania lub domy w stanie surowym, którzy potrzebują wykończenia i pełnej aranżacji wnętrza od podstaw, w tym rozmieszczenia funkcji, wyboru materiałów i dodatków.

Poprawa układu funkcjonalnego istniejących wnętrz – 20%

- Osoby, które chcą zmienić lub zoptymalizować układ przestrzeni w istniejącym domu lub mieszkaniu, często w celu zwiększenia funkcjonalności i ergonomii. Dotyczy to zarówno małych zmian, jak i większych przebudów.

Klienci szukający lekkiego odświeżenia lub zmian w aranżacji – 20-30%

- Klienci, którzy chcą wprowadzić delikatne zmiany, takie jak nowe kolory ścian, wymiana oświetlenia, nowe dodatki czy zmiana mebli, bez dużych

remontów. Często poszukują oni wsparcia w postaci konsultacji projektowych lub drobnych stylizacji.

Aranżacja wnętrz komercyjnych (biura, sklepy, lokale usługowe) – 10%

- Firmy i instytucje poszukujące profesjonalnych projektów dla przestrzeni publicznych i komercyjnych, w tym biur, sklepów, gabinetów, restauracji. Projekty te mają łączyć estetykę z funkcjonalnością i odpowiadać na specyficzne potrzeby branżowe.

Home staging – przygotowanie nieruchomości do sprzedaży lub wynajmu – 5%

- Właściciele nieruchomości oraz agenci nieruchomości zlecający przygotowanie wnętrz pod sprzedaż lub wynajem. Taka aranżacja ma na celu zwiększenie atrakcyjności lokalu na rynku.

Projekty renowacji wnętrz zabytkowych i kamienic – 3%

- Klienci indywidualni lub instytucje posiadające zabytkowe mieszkania lub domy, którzy potrzebują wsparcia przy renowacji wnętrz z zachowaniem historycznych detali (np. w kamienicach, dworach). Tego typu projekty często wymagają specjalistycznej wiedzy konserwatorskiej.

Osoby poszukujące doradztwa w zakresie stylizacji wnętrz lub zakupów – 2%

- Klienci, którzy potrzebują konsultacji lub doradztwa przy wyborze mebli, dekoracji, dodatków, ale nie pełnego projektu wnętrza. Mogą to być jednorazowe konsultacje projektowe lub pomoc w zakupach.

Analiza konkurencji i grupy odbiorców:

Osoby, które otrzymały projekt od architekta lub są już w trakcie budowy i chcą wprowadzić zmiany aby wnętrze było funkcjonalne.

Osoby, które mają dom lub mieszkanie w stanie deweloperskim i chcą je urządzić.

Prawdopodobnie jest to jedna z większych grup odbiorców jakie są na rynku.

<https://wysokieprogi.pl> - Wykorzystują reklamy na google, aby dotrzeć do tej samej grupy odbiorców co my. Na bieżąco również dodają posty na FB oraz instagramie. W każdym poście lekko się sprzedają.

<https://izabellanikolajuk.pl> - Wysoka pozycja, grupa odbiorców jest również zbliżona do naszej. Prowadzi instagrama na którym wrzuca co jakiś czas realizacje i projekty.

<https://amarantowestudio.pl> - Również praktycznie ta sama grupa odbiorców. Docierają do odbiorców przez google maps oraz reklamy na google maps.

<https://projektywnetrz-kozak.pl/kontakt/> - Wrocławski "top player", który ma bardzo dobrą ofertę i stronę co w połączeniu z IG i FB generuje dużą ilość klientów.

<https://rm-design.pl> - Dokładnie ta sama grupa odbiorców, lekko inna oferta. Ich strona jest profesjonalnie zrobiona i dociera w idealny sposób do tej konkretnej grupy odbiorców. Wykorzystują reklamy na google, IG oraz FB oraz dobrą stronę internetową aby zagwarantować sobie stały i wysoki przyływ wysokiej jakości klientów.

<https://27diamonds.com> - Zagraniczny "top player", który wykorzystuje google maps, google ads oraz IG do uzyskania stałej ilości bardzo drogich i cennych projektów.