

Market research proposal: [FH Technology Ltd](#)

Target Audience:

Who am I writing to?

I'm engaging with individuals aged 18-45. This demographic includes students and individuals initiating small businesses such as printing and tax declaration services. They are struggling with past experience of buying bad quality technology accessories (laptops), they want guidance in making the best choice in buying a laptop.

Where are they at right now?

- They are desperate about the choice they make in purchasing them, and the fear of trusting any other company to buy to.
- They have tried everything, google search, Instagram recommendations, but it doesn't fit their needs.
- The key desire is to purchase sleek, slim laptops with ample storage, extended battery life, and impeccable performance.
- They are aware of the solution but they are still comparing shop after shop from the past experience.

Where do I want them to go?

- Click the link to my client's sales page on their website, where they will find impeccable performance technology accessories.
- Where they might also come in person to my client shop, to see themselves.
- When they come in person, we will continue to use the PAS framework.

What are the steps I need to take them through?

- Grab their attention with a headline which pulls them to read more. (an email and Instagram post)
- Tap into the major pain of missing crucial assignment deadlines, missing customers due to your accessories not working that day and the pain to be a shame because you can not even mention that to your peers and competitors.
- Create a scenario for them when they will be able to submit assignments on time and satisfy their customers needs which builds a good reputation.
- To solve all these problems you have, click on the link in my bio where your future experience meets convenience and redefines.

Copy analysis

- I am not sure if using two avatars on the same post could have a high impact as using one avatar.

- But these avatars have the same pain/desire not to achieve their tasks even though it is on a different level.
- My client has 1k followers on Instagram, I am trying to get them to click the link, which takes them to his website where I am trying to use newsletter pop-up notification, and be sending them daily new products and discount alerts.

PAS framework

Instagram post 1

Post - Inside FH Technology Ltd laptop shop.

Headline - Why do you always submit your class assignment and deliver your customer needs late? Or Have you ever asked yourself what would happen if I submit my class assignments and deliver my customer needs on time?

Caption

As a student, break free from the pattern of relying on group work and become the standout achiever.

For businesses, instead of constantly seeking extensions, envision delivering top-notch service to your clients days in advance.

Imagine the satisfaction of receiving great grades and being recommended by satisfied clients to your dream customers.

Remember, greatness is unique, and it awaits those who seek it.

Click the link in our bio to achieve excellent grades and land your dream clients.

Instagram post 2

Post - FH Technology Ltd reviews from current students & business owners praising the product they were offered.

Headline - Here is a reason why some students and businesses outperform others and have a good reputation.

Caption

It's not innate; it's earned. Top students and successful businesses share one thing in common.

They earned their place through dedication and smart tools.

Do you aspire to stand out and earn credibility in your circles?

Or will you fade into history for not using the right tools?

Click the link in our bio to learn how.

Instagram post 3

Post - A student with a backpack in hands around in public looking around to see if no one sees him/her & a panicked business owner in a client meeting with a failed laptop.

Headline - Why are you ashamed of bringing out your laptop in public or client meetings?

Caption

Imagine running late to a crucial client presentation, and your laptop freezes.

Imagine having an exam and you avoid studying in public because your laptop is an eyesore.

Wondering how you can seize opportunities and save your time with a click, without an outdated tool.

Remember life-changing opportunities come once; don't let them slip away.

Click the link in our bio and elevate your standards.

Instagram post 4

Post - FH Technology Ltd laptops with a screen showing long lasting battery life (100% fully charged with days of working at maximum pace).

Headline - Why the constant room socket checks and fear of power outages during work?

Caption

As a student, you nervously check your battery percentage, cautioning others not to touch your charger.

As a business owner, you constantly worry about power outages. Apologies to your clients in case of power break.

Imagine having a reliable, long-lasting battery; you would perform at your best; and stop checking your battery percentage and worry about power outage.

Don't let anxiety rule your work!

Click the link in this post and own a life-changing tool.

Landing Page.



Email Sequence.

Welcome email

Subject: Welcome to FH Technology Ltd - Your Path to Success Begins Here!

Welcome XXX! Thank you for choosing us as your technology partner.

We founded FH Technology Ltd because we wanted to create a trustworthy and inspiring place for you.

As a valued community member, you'll enjoy being the first to know about our latest stock additions, with exclusive access to cutting-edge technology.

Additionally, benefit from complimentary access to premium content, exclusive discounts, and expert consultations whenever needed.

Our commitment is to empower you with the tools and resources necessary for your dreams.

Whether you're a dedicated student or a professional aiming for business success.

We look forward to supporting you on your journey to success.

Best Regards,

FH Technology Ltd Team

Work in progress, I will be adding more emails.