

☰ BUBU BOTANICS - BEST MARKET RESEARCH

Business Type:

100% Natural Herbal Relief for Balanced Blood Sugar & Blood Pressure

Business Objective:

Shift our ICP's attention from Instagram and Facebook to our Advertorial.

Funnel:

Meta Ad (current stage) → Advertorial → Check out

WINNER'S WRITING PROCESS

Who am I talking to?



- Name: Sanjit
- Age: 52
- Income Level: Around £60,000 - £80,000 per year
- Brief Description: Overweight office worker struggling with diabetes and high blood pressure despite trying various diets and medications.
- Core Problem The Core Problem Our Prospects Face: Uncontrolled blood sugar and high blood pressure leading to fatigue, brain fog, tingling in the body, and fear of serious complications like heart disease, stroke, or limb amputation.
- Dreams: Wants to regain control over his health, avoid major health complications, and live a more active and fulfilling life. Desires to feel energised and free from the physical and mental burdens of his conditions.

Where are they now?

- What are they literally doing right now? (example scrolling, searching, listening to the radio, ext.)

- Scrolling on Facebook.
 - Looking at posts from family.
 - Just seen our meta ad.

- Market Awareness (Level 1, Level 2, Level 3, or Level 4?)

- Level 2.
 - Unfamiliar with our solution.
 - Call out their problem then offer solution.

- Market sophistication (Stage 1, Stage 2, Stage 3, Stage 4, or Stage 5?)

- Stage 5
 - Niche down
 - Designed specifically for non-active gym goers
 - People who want an alternative to metformin and it's side effects
 - Designed to save time — convenient shot that can be drank anywhere
 - Identity play
 - 60ml herbal shot that doesn't taste good but works
 - "60ml herbal shot that doesn't taste good but works if you're the kind of person that can take 2 minutes daily to improve his health"
 - "60ml herbal shot that doesn't taste good with only the ingredients you really need for your body, because we are as committed as you with your health"

- Painful current state

- difficult losing weight — weight loss and keep it off
- Low energy
- High A1C
- high blood pressure
- We have been trying to use the WFPB diet with some success BUT it is very difficult to plan a week's worth of tasty food when we are so busy. Some of the recipes take so much time.
- Tingling in right arm, leg and left face,
- unable to easily go up and down stairs,
- heartburn,
- sleepy after eating
- Many drug reactions

- can not tell the difference between hot and cold
- Very very thin. Blurry vision
- poor sleep always waking after 5 1/2hrs
- Finding the right foods and how often to eat along with high blood pressure is frustrating.
- I'm a "normal" weight and do exercise, but my A1C is 11 and I've been diabetic for 12-15 years My Peptide C is not high, which makes no sense if I'm walking around with a 300 - 400 blood glucose all the time. Thankfully I don't have any neuropathy or vision problems, etc., but medication does not work to keep the glucose under control and I'm on insulin (which is a total guessing game so far). I've JUST started the Mastering Diabetes diet although not perfectly, and have not seen any progress yet after two weeks but I can be stubborn. My husband was a textbook Type 2 diabetic, very overweight and symptoms everywhere, who suddenly died of heart disease two years ago. I want to choose not to die that way myself.
- I'm vegan, but have been prediabetic for 25 years, my A1C is 6.0, but I have light peripheral neuropathy, and I'm starting to feel sensory neuropathy. I don't eat any junk food, I eat natural foods. I do eat lot of carbs, and try to balance the carbs with plant protein to keep my spikes in control. I'm very active and lose weight easily. I struggle to keep my weight on because I'm so active, but eating more food makes me spike more so I eat more protein, I average around 100 g of plant protein, 200 g of carbs and 100 g of fat daily. But the protein is twice what is recommended, so I'm not sure I'm doing the right thing. Plus, I might have a B12 deficiency, maybe that's what causing my neuropathy?
- High cholesterol, high blood pressure, hard to lose weight, crave sugar, psoriasis of scalp, LOW ENERGY, heart burn
- Hotness and numbness of the feet. Being forgetful unnecessarily.
- I have been on MD for the last 6 months and dropped my fasting BG from 7 to 5.4, lowered my blood pressure and cholesterol. I want to stop taking my medications but my doctor thinks it's too early.
- Poor sleep, high A1C, sugar intolerant, weight gain and inability to lose the weight, chronic fatigue, fatty liver (NASH), sleep apnea, asthma, psoriasis, fibromyalgia
- Extreme tiredness and inability to stay awake at times
- Sleep Apnoea
- Tingling in toes and feet
- Unexplained rash all over body for 2 years
- Difficulty losing weight and keeping it off even though diet is relatively healthy
- Blurry vision

- Low energy, severe neuropathy symptoms. High cholesterol levels and but nothing can control it also for no particular reason glucose levels go very high with no warning when they should not. Also have struggled with weight for ever. Mental health is not good either as nothing seems to keep things on an even keel. Diabetes has to be the most frustrating disease ever

Dream state

- I really do not want to take this drug
- Achieving normal blood sugar and blood pressure levels through diet and lifestyle changes.
- Less fatigue
- Weight loss
- No more side effects from medication
- Enjoy a good nights sleep (8 hours)
- Stop pricking their finger to test their blood sugar
- Finding an alternative solution to metformin that WORKS
- "My doctor ROUNDLY congratulated me..."
- "looking forward to my numbers after 3 months"
- "so excited to see just how insulin sensitive i can get my body!"
- "My numbers have stabilised so much more"
- I can't wait to get my A1C tested again in hopes I can finally go below a 6 and get rid of my insulin" → *Note: This is how they talk in the USA market. In the UK market, they'd say things like HbA1c or metformin instead. Source: Trust me, bro.*
- "Great hope of a healthy life, for me, my family, and friends. It's been great to see that without trying about 7 friends have been inspired to follow in the same footsteps."
- reduce their insulin resistance and/or reverse any of these diseases
- My husband was a textbook Type 2 diabetic, very overweight and symptoms everywhere, who suddenly died of heart disease two years ago. I want to choose not to die that way myself.

Current levels

- Is the value I'm going to get worth it? (on a scale from 1-10)
 - 3/10
 - Right now, she's seen lots of empty promises. She doesn't believe in quick fixes anymore and is more sceptical than hopeful.
- Do I believe the idea will work?
 - 2/10

- She's doubtful and has been let down by similar claims before. The ad needs to spark just enough intrigue to make her consider this solution could be different.
- Do I trust the company/person selling this product?
 - 1/10
 - She doesn't know the brand and isn't inclined to trust. The ad should position the product as straightforward, honest, and no-nonsense to increase her interest.

What do I want them to do?

- Click Through to the Advertorial
 - The goal here is simple: make her curious enough to click. We want her to feel seen and understood while keeping the promise realistic. This ad should create a "this could be worth looking into" moment.


What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- Recognition of Her Pain and Frustration
 - The ad must start by acknowledging her pain points—specifically the frustration with other solutions that didn't work.
- Curiosity and Skepticism Balanced with Hope
 - We're not making wild promises but suggesting that there might be a new, viable option that's different. Pique her curiosity by contrasting this herbal shot with the typical experience she's had.
- A Clear and Actionable CTA
 - A short, curiosity-provoking CTA that encourages her to learn more.

(saving for advertorial → It is science-based – with thousands of papers referenced. It is clear – with explanation, charts, illustrations, summaries, and anecdotes. It is an extensive, useful, and helpful guide.)

META AD COPY

Type2 Diabetics: If you're experiencing low energy, poor sleep, and constant high blood sugar readings, you need to see this.

A new 60ml herbal shot, backed by 20+ scientifically proven health benefits, is gaining huge popularity across the UK —and people with type 2 diabetes are jumping with joy.

The shot is reported to help stabilise high HbA1c levels within 37 days—without the nasty side effects of metformin, like:

- ✗ Stomach ache,
- ✗ Loss of appetite,
- ✗ And a metallic taste in your mouth.

The best part?

You just need a single 60ml herbal shot per day, and you'll reduce fatigue, improve your sleep, and keep your blood sugar levels steady.

Click 'Learn More' now and discover why UK health professionals are highly recommending this new 60ml shot, as well as a 53-year-old woman's unexpected experience with it.

META AD COPY 2

Most type 2 diabetics don't realise how SIMPLE it is to start reversing their diabetes.

And I'm not talking about going on strict low-carb diets...

Exhausting yourself at the gym...

Or taking metformin 🤢

I'm talking about a new 60ml herbal shot backed by 20+ scientifically proven health benefits that helped Yvonne, a 53-year-old woman:

- ✓ Boost her energy levels
- ✓ Improve her quality of sleep
- ✓ Drop her HbA1c from 61 to 46 in just 37 days

Most, like you, thought this sounded too good to be true.

That's why this time we've come prepared with hard evidence to back it up.

Click "Learn More" now to find out more about the groundbreaking herbal shot and Yvonne's unexpected experience with it.

META AD COPY 3

Most type 2 diabetics don't realise how SIMPLE it is to start reversing their diabetes.

And I'm not talking about going on strict low-carb diets...

Exhausting yourself at the gym...

Or taking metformin 🤒

I'm talking about a new 60ml herbal shot backed by 20+ scientifically proven health benefits that's helping diabetics across the UK:

- ✅ Boost energy levels
- ✅ Improve quality of sleep
- ✅ Lower high HbA1c levels in just 37 days

Most, like you, thought this sounded too good to be true.

That's why this time we've come prepared with hard evidence to back it up.

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AD CREATIVES

"I am very impressed
with the quality of ingredients
used in Bubu Botanics!"



NATURALLY LOWER HIGH
BLOOD SUGAR LEVELS



IMPROVE QUALITY OF SLEEP



REDUCE FATIGUE



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"This is truly a company that cares about your health and wellbeing. Highly recommend!"



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“Effective support for relaxation,
cardiovascular health, and
blood sugar balance.”



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IMPROVE QUALITY OF SLEEP



REDUCE FATIGUE



"The company stands out for its commitment to sourcing botanicals that are not only effective but also ethically produced (no nasties or fillers)."



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BLOOD SUGAR LEVELS



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REDUCE FATIGUE



"The ingredients listed are of the **highest quality** and will genuinely make a positive difference!"



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"Their thoughtfully crafted formulas—such as Instant Calm, Pressure Ease, and Glu-Co Mend—offer natural, **effective support for relaxation, cardiovascular health, and blood sugar balance.**"



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REDUCE FATIGUE



"I would strongly recommend Bubu botanics as it is healthy, natural, ethical and sustainable, which **in today's world is rare!**"



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REDUCE FATIGUE



KR

Karl Robins

3 reviews  GB



As a Chiropractor that is very wellness...

As a Chiropractor that is very wellness focused, I am very impressed with the quality of ingredients used in Bubu Botanics! Every herbal shot feels luxurious and carefully crafted, with a clear emphasis on using pure, natural, and sustainable ingredients. The company stands out for its commitment to sourcing botanicals that are not only effective but also ethically produced (no nasties or fillers). This is truly a company that cares about your health and wellbeing. Highly recommend!

Date of experience: 06 November 2024



**NATURALLY LOWER HIGH
BLOOD SUGAR LEVELS**



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IMPROVE QUALITY OF
SLEEP





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IMPROVE QUALITY OF
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BabuBotanics

Glu-Co Mend

Herbal Relief

100% Natural

60 ML



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