

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Upholstery cleaning

Business Objective: Increase the number of customers

Funnel: Meta ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Both genders, but mostly women 25-55
- Have a couch, carpet... covered in dust, stain, bad smell

2. Where are they now?

- Splitsko-dalmatinska county
- Awareness level 2-3
- Sophistication level 5
- **Current state:**
- Busy doing their work
- They don't know about us
- They have a dirty piece of upholstery
- It's too expensive for them to buy a new one

- They have bigger problems than needing cleaning, but the cleaning will only be a plus.
- **Dream state**
- They would like to have their piece of furniture look clean again
- They would like to save money on buying a new one, and for a small amount of money make their piece of upholstery look like a new
- Want to get rid of stains they couldn't get rid of by listening to DIY stuff

3. What do I want them to do?

1. Stop the scroll
2. Read the ad
3. Click on it and do what's cta says

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

- **They need to stop the scroll**
- An eye-catching photo that's tailored to their way of thinking, beliefs, dreams, pains...
- beauty/boldness
- For this type of service before/after photos
- **They need to read the ad**
- Match their current state and be direct (calling out their situation)
- Showcase the benefits of buying this service
- Make it look very easy and reliable to buy the service
- Tell the location so they know they can get this service on their location
- **Click on it and book a service either by calling or texting**
- Create urgency and scarcity by adding a limited discount

DRAFT

Photos for testing:

1. Photo number 1



2. Photo number 2

Dubinsko Čišćenje

CJENIK USLUGA

DUBINSKO ČIŠĆENJE NAMJEŠTAJA		
Dvosjed.....	40€	
Trosjed.....	45€	
Kutna.....	50€	
Kutna (XXL).....	60 €	
Madrac.....	15-30€	
Jastuci.....	1-3€	
Stolice.....	4-8€	
Fotelja.....	20-30 €	
Tepisi.....	5 €	
STROJNO ČIŠĆENJE TAPISONA-----4€/m2		
STROJNO ČIŠĆENJE PLOČICA-----4€/m2 (vanjskih/unutarnjih)		
DUBINSKO ČIŠĆENJE AUTOMOBILA		
Sicevi+usivanja, plastike.....	70€	
Komplet.....	100€	
Sicevi.....	50€	

☎ 091603 7504

✉ dubinskociscenje@net.hr

DUBINSKO ČIŠĆENJE
NEW

3. Photo number 3



(swipe down)

4. Photo number 4



5. Photo number 5



DUBINSKO ČIŠĆENJE

NAŠE USLUGE:

- Dubinsko za privatne objekte
- Uredsko čišćenje
- Dubinsko auta
- Dubinsko čišćenje podova i tapeta

091 603 7504
dubinskociscenje@net.hr

TEXT VARIATIONS:

1)

Služeći ponosno splitsko-dalmatinsku županiju i šire, Dubinsko Čišćenje New pruža vrhunske usluge dubinskog čišćenja.

Od održavanja i čišćenja svih vrsta podova pa do čišćenja tapeta i tapeciranog namještaja, garantiramo neusporedivu kvalitetu. 🧡

Isprobajte naš premium standard čišćenja i osjetite razliku! ✨

👉 Rezervirajte termin danas i ostvarite popust od 20%! 👉

2)

Ne možete sami očistiti mrlje na kauču ili tapetu? 😞

Dubinsko Čišćenje New rješava sve od znoja, šminke, kave pa do najmasnijih mrlja.

Dolazimo na vašu adresu prilagođavajući se terminu koji vama najviše odgovara 🚗

Samo prvih 10 rezervacija ostvaruje 20% popusta ⌚

✉️ Pošaljite poruku ili nas nazovite na ☎️ 091 603 7504

3)

Zašto mijenjati namještaj kad ga možete obnoviti?

Sve mrlje koje ste mislili da se nemogu ukloniti, sada je moguće uz Dubinsko Čišćenje NEW.

Naš tim pruža profesionalno čišćenje tapeta, podova i tapeciranog namještaja diljem cijele splitsko-dalmatinske!

Nazovite sada kako biste rezervirali termin i iskusili razliku!

4)

Vaši lokalni, pouzdani stručnjaci za dubinsko čišćenje, održavanje i zaštitu!

- 🧼 Čišćenje i uklanjanje tvrdokornih mrlja s tapeta
- 🧼 Čišćenje i održavanje namještaja (tkanina, koža...)
- 🧼 Čišćenje svih vrsta podova i fuga

☀️ Pouzdana i preporučena usluga s 5 zvjezdica. ☀️

KONTAKTIRAJTE NAS DANAS ZA BESPLATNU PROCJENU

✉️ DM

📞 091 603 7504

🌿 Naši stručnjaci koriste vrhunsku opremu i ekološke proizvode kako bi vaši prostori bili čisti, higijenski i bez alergena.

📍 Služimo: Trogir, Čiovo, Kaštela, Solin, Split, Omiš i okolicu.

5)

Kemijsko čišćenje svih vrsta namještaja i podova u vašem domu ili apartmanu!

Riješite se grinja, mrlja i prašine uz našu eko opremu koja je 100% sigurna za vašu djecu i ljubimce 🌿

Radimo na području Trogira, Kaštela, Splita i okolici 📍

Samo na kratko vrijeme nudimo 20% popusta na sve usluge ⌚

DM ✉️

091 603 7504 📞

MY PERSONAL ANALYSIS:

Sure I can't know which one will perform the best until I test.

However, I think the drafts should be on point. I think the quality is close for great performing, not like far away from winning ad.

I stole 3 versions of pictures from top players and 2 of them I came up on my own (1. & 3.).

Also when it comes to ad text, some are mine some of them I stole from top players (local competitor and some from foreign countries).

I used AI and tweak them a bit.

So I would love one final feedback since this is me first time trying to run ads.