TOP PLAYER ANALYSIS

Currently I have a client that I got from Warm Outreach, they are a Sunglasses e-commerce start-up business, and sell wrap-around sunglasses so I'm going to break down a top player of the same business type.
Business type: sunglasses e-commerce store

Business objective: Get them their first sales

Top player: https://www.oakley.com/en-us

Winner's Writing Process

1 . Who am I talking to?
  We are talking to men and women of a pretty wide age range, everyone could buy these types of glasses if they want to/if we persuade them to.

The recurring theme I'm seeing with these sunglasses is that they are offered to an audience of either athletes or "extreme" people who do loads of physical work because that is what their hobby is.
Avatar: Adam is a committed athlete and likes to wear glasses he can't notice. Whether he is on the bike, running, going to the beach, or sitting in the sun, he wants to wear glasses that sit well and are unnoticeable. He likes to be able to know what size of glasses he should buy and good customer service. He wants to stand out with his style and be different from what others wear.

2. Where are they at now? <where they are in the funnel, market awareness level, stage of sophistication, current state, dream state, all 3 levels>

Scrolling on social media, specifically TikTok.
Market awareness: Level 4
Market sophistication: Stage 5

Current state: Looking to get some new sunglasses that represent them, but can't seem to find any, They don't like the sunglasses that they can always feel, and the ones that fall off when they do physical work.

Dream state: They want sunglasses that are different and represent their "extremness" and sporty side. They would love something that they can't even tell is there, that doesn't fall off, that gives them a large field of vision, they can wear them anywhere, and sunglasses that make them even more confident.

Desire: 2/10- They want new sunglasses, but nothing really desperate and they don't necessarily have to have wrap-around sunglasses.

Credibility: 5/10- They obviously understand how sunglasses will protect their vision from the sun. However, they need to see how the other specific benefits will work and that it will align with their identity

Trust: 8/10- Oakley uses many famous athletes and celebrities to promote, such as Kylian Mbappe, and this shows that they are a very trustworthy company because these are people that their audience and market both like and idolize, and if their idols wear these sunglasses they will want them more, and they will also trust the company because these athletes keep a high standard.

3. What do I want them to do? <list out all desired actions for the reader to take>
-See the video and watch all the way through
- Follow a CTA that tells them to go to the website
-Go to the website with the intent to buy
- Look through glasses and pick the one they want
- Be sold on the product page and have all levels increased making them want to buy
- Buy the product
- Write a good review about the product once they have used it

4. What do they need to experience/think/feel to do that? <List the outline of what tactics and elements the top player used to take the reader from where they were at the beginning to the final objective>

1. Get their attention through famous athletes and celebrities wearing the glasses, and resonate with the viewers' identity.
   -Sometimes they also just do well-edited videos showing different glasses and their styles with loads of pattern interrupts and contrasts to get attention.
   -People doing sports
2. They amplify desire by making the product desirable through the famous athletes wearing them. To convert they have a link in the BIO which takes you to a page where you can click on different pictures of glasses(still on famous athletes) and once pressed you are taken to the product page.
3. Product page:
   Good pictures of glasses from different angles
   Basic fitting info
   Features and benefits of the specific glasses that the audience wants and likes (light glasses that can't be felt)
   Remove objections with things like free shipping, fast delivery, guarantees if the glasses are to break,
   Trust pilot reviews about the product.

In conclusion, Oakley makes their sales mostly on their social media by using athletes the audience likes a lot, making them want to buy the same glasses. On the product base, they use a clean and fast process so that the potential customer can purchase with as little friction as possible now when their desires have been amplified after seeing their favorite athöete war them.

Question to @profandrew: I will research other top players that don't rely so heavily on famous people, but I'm also going to ask if you have any idea of what type of content a company like my client (starter-up client with little money) could produce to get sales?