

What is the goal?

Get at least 60 new customers.

Who am I talking to?

Homeowners building their homes.

They are looking for the cheapest and fastest option

Where are they now?

Awareness? level 4, product aware

Sophistication? 3-5. They have heard a lot of offers in the market and we need to be unique to stand out.

Current state? they do not have power for their job site

Dream state? They have power for their job site and an electrician who does all the work for them, quickly and at a good price.

Desire? 8-10/10, they need power for their job site but temporary power is not their only option, they could move to permanent directly if they want.

Certainty? 5-6/10. If they buy it they are certain that they will get their power, but making them certain about temporary job site power through good offers is crucial.

Trust? depending on if they have worked with us or not before the trust levels change, but if not trust is probably like 1-2/10.

Perceived cost? high

Certainty threshold? medium/semi-high

Trust threshold? High.

Where do I want them to go?

- Search the search term find our page at the top of the list and click our Google ad.
- Read/see our offers and decide to contact us
- Contact us and buy our service.

What do I need to take them through to get them from where they are now to where I want them to go?

- **Search the search term find our page at the top of the list and click our Google ad.**
- Curiosity spiking headlines
- Display our offer through our headline(cheap, fast)
- Bonuses like “buy temporary power get temporary lighting for free!”
- Show that we give them what they want, that we have the best offer, and that they can trust us

- **Read/see our offers and decide to contact us**
- Have a concise page fitted to their awareness and sophistication level.
- Give the really high-intent people an easy way to contact us by having a simple CTA button at the top of the page
- REsonate with their situation and give them the best service

- **Contact us and buy our service.**
- Give them many contact options so they get to choose.
Example contact form, email, call, zoom call, etc, etc.

The first 15 headlines:

1. Buy temporary job site power and get temporary lighting for free
2. Best temporary power in Stockholm
3. Install temporary power, hassle-free
4. Quote in 24 hours
5. The best offer in Stockholm
6. Building a home? We'll get you power.
7. call us, we'll take care of the rest.
8. The fastest temporary power installers in Stockholm

9. Temporary power for both big and small projects
10. Quick temporary power installations for both companies and private people
11. Get temporary power anywhere in Stockholm
12. Full temporary power service from start to end.
13. Best electrical installations
14. The best bonus in Stockholm, free temporary lighting!
15. Temporary power, one call away

Ps. These headlines will be shorter and sound a little bit better in Swedish.

5 descriptions:

1. Let our experienced electricians help you with your temporary power, from request and installation to standby service and final unplugging.
2. We make the process of temporary power installations easy, by doing everything for you
3. Get full temporary lighting for free when buying temporary power, and have any problems solved with our standby service
4. Looking for temporary power in Stockholm? Give us a call and we'll take care of the entire process for you.
5. Install temporary power with our experienced and fast electricians who are with you from the start to the end of the project.

Bid strategy:

Click bid strategy to gain data points during the testing process and then move into conversion when I have found the winning ad.

These are only my first draft of copy and headlines, they aren't that great, but I'll be looking to improve them as much as possible.

I've pretty much only focused on my client's temporary power service, but I'll probably be doing an ad campaign to just get more traffic to his website with a more general campaign, which is probably a better idea to start with.

- Get a Quote in Under 24 Hours | Expert Electrician in Stockholm
- Need Temporary Power? Get Free Lighting Installation Today!
- 20 Years of Trusted Electrical Services | Fast & Affordable
- Reliable Electrician in Stockholm | No Job Too Big or Small
- Quick Electrical Quotes | Professional Service at Great Prices
- Experienced Electrician in Stockholm | Free Lighting with Power Setup
- Fast, Professional Electrician Services | Stockholm Area
- Don't Wait – Get a Free Quote in 24 Hours | Expert Electricians
- Stockholm's Top-Rated Electrician | Fast Service, No Contracts
- Get Temporary Power & Free Lighting | 20+ Years of Experience
- Avoid Electrical Issues | Trust a 20-Year Expert in Stockholm
- Affordable Electrician Services in Stockholm | Quick Quotes
- Worried About Cost? Get an Accurate Quote Fast!

- [Electrical Services You Can Trust | 20 Years of Experience](#)
- [Fast, Affordable Electrical Services | Free Lighting Offer](#)
- [Secure Your Job Site Power Today | Fast Service, Free Quote](#)
- [Expert Electrician with 20+ Years in Stockholm | Call Now](#)
- [Professional, Fast Electrician Services | Free Lighting Installation](#)
- [No Job Too Big or Small | Reliable Electrician in Stockholm](#)
- [Get Power & Lighting Fast | Free Quote in Under 24 Hours](#)

- Få en offert inom 24 timmar | Expert Elektriker i Stockholm
- Behöver du tillfällig ström? Få gratis belysningsinstallation idag!
- 20 års erfarenhet av pålitliga el-tjänster | Snabbt & Prisvärt
- Pålitlig Elektriker i Stockholm | Inget jobb är för stort eller litet
- Snabba El-offerter | Professionell Service till Bra Pris
- Erfaren Elektriker i Stockholm | Gratis belysning med strömutlägg
- Snabb, Professionell Elektriker Service | Stockholmsområdet
- Vänta inte – Få en Gratis Offert inom 24 timmar | Expert Elektriker
- Stockholms Högst Rankade Elektriker | Snabb Service, Inga Kontrakt
- Få Tillfällig Ström & Gratis Belysning | 20+ års Erfarenhet
- Orolig för Kostnaden? Få en Exakt Offert Snabbt!
- El-tjänster Du Kan Lita På | 20 års Erfarenhet
- Snabb, Prisvärd Elektriker Service | Gratis Belysningserbjudande

- Säkra Tillfällig Ström Idag | Snabb Service, Gratis Offert
- Expert Elektriker med 20+ års Erfarenhet i Stockholm | Ring Nu
- Inget Jobb är För Stort eller Litet | Pålitlig Elektriker i Stockholm

1. Håll dig själv säker! Låt 20+ års erfarna elektriker ta hand om dina el problem
2. grattis offert inom 24 timmar.
3. Köp byggström och få grattis byggbelysning | Snabba och Erfarna elektriker i hela stockholm
4. Elektriker för både små och stora projekt | Fasta priser med ROT | Hela stockholm.
5. Behöver du en elektriker? Vi gör det snabbt, billigt och med högsta standard.
6. Elektriker för både privat personer, företag oh BRF, vi gör alla eljobb.
7. Snabba elektriker i hela stockholm | 20+ år av erfarenhet
8. Elekriker i stockholm för alla eljobb
9. Vi hjälper dig med belysning, laddboxar, elinstalationer, byggström och mycket mer.
10. Pålitlig Elit elektriker i Stockholm med riktigt premium service

11. Snabbaste, bästa, och säkraste ekeriker i hela Stockholm | Solid EI
12. Det mest pålitliga elektrikerna i stockholm av en anledning | Inget krångel bara resultat
13. Elekriker för alla eljobb små som stora | Kontakta oss idag
14. Den bästa auktoriserade elektriken i saltsjöbaden
15. Snabb och erfaren Elektriker i stockholm | 2500+ framgångsrika eljobb.

1. Solid EI
2. Snabba elektriker i stockholm
3. Gratis offert på 24 timmar
4. Elektriker för alla eljobb
5. Elektriker för stora & små jobb
6. Pålitliga eltjänster i STHLM
7. Elektriker som lyssnar på dig
8. på plats inom 24 timmar
9. Pålitlig proffs-elektriker
10. Boka oss nu
11. 2500+ framgångsrika eljobb
12. Fasta priser med ROT avdrag
13. Inget krångel bara resultat
14. Bäst på elinstallationer
15. Auktoriserade eltjänster

FINAL AD HEADLINES

1. Solid EI
2. Snabba elektriker i Stockholm
3. Gratis offert inom 24h
4. Nyttja 30% ROT avdrag
5. Bästa eltjänster i Stockholm
6. Pålitliga eltjänster STHLM
7. Elektriker som lyssnar på dig
8. På plats inom 24h
9. Pålitlig proffselektriker
10. Boka elektriker nu
11. 2500+ gjorda eljobb
12. Fasta priser & ROT avdrag
13. Kontakta oss idag
14. Bäst på elinstallationer
15. Certifierade eltjänster

1. Solid EI
2. Fast Electricians in Stockholm
3. Free Quote Within 24 Hours
4. We Do All Electrical Jobs
5. Electricians for Large & Small Jobs / Large and Small Jobs
6. Reliable Electrical Services in Stockholm
7. Electricians Who Listen to You
8. On-Site Within 24 Hours
9. Reliable Professional Electricians
10. Book Electricians Now
11. 2500+ Completed Electrical Jobs
12. Fixed Prices & ROT Deduction
13. No Hassle, Just Results
14. Best in Electrical Installations
15. Certified Electrical Services

FINAL AD DESCRIPTIONS

English Descriptions

1. Need an electrician? Book a pro in Stockholm with 20+ years of trusted experience today.
2. Reliable electricians for all jobs—lighting, EV chargers, installations, everything you need
3. Certified electricians in Stockholm. Top-quality work with 100% customer satisfaction.
4. Your attentive, pro electricians in Stockholm—for small or large projects, we're here for you.
5. Experienced electricians in Stockholm—fast, safe service with ROT deduction available.

Swedish Descriptions

1. Behöver du elektriker? Boka ett proffs i Stockholm med 20+ års erfarenhet idag.
2. Pålitliga elektriker för alla jobb—belysning, laddboxar, elinstallationer, allt du behöver
3. Certifierade elektriker i Stockholm. Högsta kvalitet med 100% nöjda kunder.
4. Dina lyhörda proffs elektriker i Stockholm—för stora och små projekt, vi är här för dig
5. Erfarna elektriker i Stockholm—snabb och säker service med ROT-avdrag.

KEYWORDS

1. "elektriker Stockholm"
2. [elektriker i Stockholm]
3. "eltjänster stockholm"
4. [Elinstallationer]
5. Belysning]
6. Elektriker
7. Eltjänster"
8. laddboxar
9. Smart hem"
10. Elomdragning"
11. Elektriker offert"
12. Certifierade elektriker"
13. Akut elektriker]
14. Eljour]
15. Akut elektriker Stockholm]
16. Elektriker nära mig]

17. Elreparation Stockholm
18. Bostadselektriker Stockholm
19. Certifierad elektriker Stockholm
20. Elektriker dygnet runt Stockholm
21. Elektrikertjänster Stockholm
22. Elektriker för hem
23. Elföretag Stockholm
24. Lokala elektriker
25. Behörig elektriker Stockholm
26. Elektriker för kontor
27. Prisvärd elektriker Stockholm
28. Elektriker entreprenör
29. Elledning reparation
30. Uppgradering av elpanel
31. Ljussättning installation Stockholm
32. Installation av brandvarnare
33. Felsökning av el
34. Installation av laddstation för elbil
35. Installation av elpanel
36. Installation av uttag
37. Elektriker timpris
38. Industriell elektriker Stockholm
39. Bytte av elcentral
40. Elektriker för privatpersoner
41. Elektriker för Företag
42. Elektriker för BRF
43. Elektriker med ROT avrdag