

Copy review aikido for my SM ad and sales page.

Rumble: <https://rumble.com/v5aaylp-trw-payment.html>

(You can skip to avatar overview further down for easier to digest summery on target audience.)

Market Research for Car Tints.

Who exactly are we talking to?

- Men
- 22-45
- They have enough money to buy a car they love, so they will have the money to care for it.
- In and around Drogheda, Ireland.

Painful Current State

- What are they afraid of? "These guys are the only ones I trust to look after the paint as they are experts and use the right products". Having to wait around in some random industrial estate for 1 hour+ ("with a waiting room for customers which was appreciated given their location on an industrial estate"). "Was a bit hesitant getting this done on my car 'cause I didn't know a lot about the restrictions and rules regarding tinted-out windows."
- What are they angry about? Who are they angry at?
- What are their top daily frustrations?
- What are they embarrassed about? Their cars look.
- How does dealing with their problems make them feel about themselves? "I rarely let anyone touch my car"
- What do other people in their world think about them as a result of these Problems?
- What would they say if they were to tell their problems and frustrations to a friend over dinner? "These guys are one of the few in Dublin that know how to tint a Tesla. It has an oversized back window that stretches onto the roof. Other shops will take shortcuts and give you a "half panel" because it's easier."

Conclusion: They want to give their car an asthetic upgrade, because right now it makes them feel low status and slightly embarrassed.

Possible objections/roadblocks to desire:

- Laws
- They are clueless about prices
- Unsure of how it works, How do I get them on? Can I remove them after?
- Trusting someone with their car.

Market awareness & sophistication

- Awareness level: 3, solution aware
- Market sophistication stage: 3
- **USP:** Free warranties, guaranteed good results, low prices.

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like? Feeling satisfied and proud of their car "The car looks brand spanking new afterward!" "now every day I look forward to getting in my car" (Worry-free: "I got a card with a 7-year warranty!")
- Who do they want to impress? Women "Lots of eye candy for the girls", friends and coworkers.
- How would they feel about themselves if they were living in their dream state? Having a great-looking car and feeling it was "worth every penny" "The day I collected my car was so satisfying" "I can't believe the transformation they achieved" "Would not want a car without tint after it"
- What do they secretly desire most? Trust in the business to not harm their car.
- What would they say if they were to describe their dreams and desires to a friend over dinner? "Another aspect is the comfort in the car during summer that you get with the film thanks to its heat rejection properties" "The quality of the tint is very high! Can't wait to get more done on my car!"

Conclusion: They want status from their car, to attract women, and present "Cool" vibes.

Values and Beliefs

- What do they currently believe is true about themselves and what problems do they face? "The service quality is outstanding for Ireland (This country has a bad reputation for service-based businesses)" That booking will be troublesome and the service will be only okay. That it will take a while (3 hours+). **They believe prices will be high.** "There are many window tinting so-called 'specialists' in Dublin but only some know their craft." "Shop is a bit isolated so you need to be able to kill 3 hours waiting for the job to be done"
- Who do they blame for their current problems and frustrations? Possible past car stylers underperforming,
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? **"their ability to "self-critique" was incredibly refreshing** (compared to other businesses that don't say a word and let you find the mistakes)"
- How do they evaluate and decide if a solution will work or not? Trust in customer service and **the products they use.** "From the outside, you hardly notice how good the inside looks **by Irish standards**" "I did quite a bit of research into tint shops in Dublin and went for these guys because of their GLOWING reviews." "They gave me a lot of good information to help me decide on which tints to go for" "Brought my Model 3 into Prem as he has a reputation of being very familiar with working on Tesla (He has reviews based on teslas)" "After a lot of searching through reviews I went with Prem" "From comparing with other competitors, Dublin Tint only uses industry-leading materials and are competitively priced. " "They explain the entire process to you." "price is a little higher than others but I feel it is worth it for the highly professional service they provide and warranty given" "They do and stand over their work 100%"

- What figures or brands in the space do they respect and why? Luxury cars like, Ferrari, Bentley, etc.
- What character traits do they value in themselves and others? "very experienced and knowledgeable at what he does" "The people working here are always polite and courteous" **"They will your car as if it's their own"** **"Passion is very clear"** "took us around to show us their work, and it's the most organized place I have seen "
- What character traits do they despise in themselves and others? "They oversell their service" " 0 customer service skills"
- What trends in the market are they aware of? What do they think about these trends? Car window tinting, cool wraps, etc. They are picky to what they find good looking so custom options is a must.

Avatar overview/SUMMARY:

- His name is Jack, aged 22 - 45. (Imagine a young tattooed man or slightly older businessman.)
- He has enough money to buy a car he loves, so he has the money to look into extras and doesn't just want the cheapest option, he wants something good.
- He wants his car to be cool and look different, to admire his car every day.
- He has heard of tints and has seen many of them before online looking good.
- He takes his friends out on drives and does daily activities.
- He thinks that tints are mostly illegal and is hesitant to look into them. (He would need to trust the person to look after his car, as he rarely lets people work on it.) He is aware of people mentioning bad experiences with poor car products that damage paint, etc.
- He might have a unique car (Like a Tesla) and will be unsure if they can provide a good tint for its windows, might have heard about other people being let down on this.
- He wants to look forward to getting in his car again, for it to look brand new. (Impressing women and his friends is a good plus)
- He believes tinting will be costly (500 or so) and with Ireland's reputation for service, he doesn't expect a quality product for his money.
- He would believe they will do a good job from great reviews, if the business is very informative (explaining the process), if they have social proof on his car model. If the materials are high quality, and if they provide a warranty.
- He respected high-ticket luxury cars because he would love one himself.
- His favorite character traits are experience, industry knowledge, treating cars like their own, politeness, organisation, and passion for their work.
- He hates hardsellers and horrible customer service.

Instagram Ad W.W.P:

(I have tested an ad similar to this copy and had great results of 0.20CPC but it was mostly stock footage and none of the clicks converted, so I included entirely original footage this time and improved copy readability slightly.)

1. Who are we talking to?

- a. Men
- b. 22-45
- c. They have enough money to buy a car they love, so they will have the money to care for it.
- d. In and around Drogheda, Ireland.

2. Where are they now?

- a. Scrolling on S.M.
- b. Passively stressed/tired.
- c. Have a normal car, nothing special.
- d. They are price-conscious and don't want to blow all their money on their car, but they want it to look good.
- e. Solution-aware but skeptical about legalities and if they have "lighter shades" available too. Existing desire but not amplified enough/lack of information has lead to them not taking action before.
- f. Sophistication 4, they are used to getting car services like washes, mechanics, etc. But have never gone to a Car tinting service.
- g. Value 4/10
- h. Belief 7/10
- i. Trust 0/10

3. Where do I want them to go?

- a. Hook
- b. Hold attention
- c. Click link.

4. What steps do I need to take them through to get there?

- a. Hook
 - i. Hint at the change of beliefs.
 - ii. Show mechanism to dream state.
 - iii. Call out his location
- b. Hold attention
 - i. Subtitles, video, music, etc.
 - ii. Reveal new opportunities and customization options for his desires. (legalities, shades, chameleons, theft prevention, etc.)
 - iii. Boost belief
 - iv. Boost value
 - v. **Boost trust**
- c. Click link.

- i. Make an offer of services
- ii. Hint click the link to find the price.

How to LEGALLY tint your car windows in Ireland.

Legally get your windscreen and front windows tinted down to 65% in Ireland, with no limit for the back windows.

Choose from a range of shades, from light to limo dark, or go for a chameleon tint on your windscreen.

Tinting isn't just about looks. If you keep valuables in your car, tints can help prevent break-ins by keeping your belongings out of sight.

Our tints are “definitely the best price” and have a free 6-month warranty.

To give your car a fresh look, visit Saturnstyling based here outside of Drogheda.

Discover our prices and tint services through the link below.

Caption:

Imagine your car with fresh tints, you just can't wait to drive it every single day. Getting compliments on your car every other day.

“Highly recommended! Very knowledgeable, friendly, and helpful. Top customer service. Answered all my questions about tints 100”

See our website now...

Ad creative:

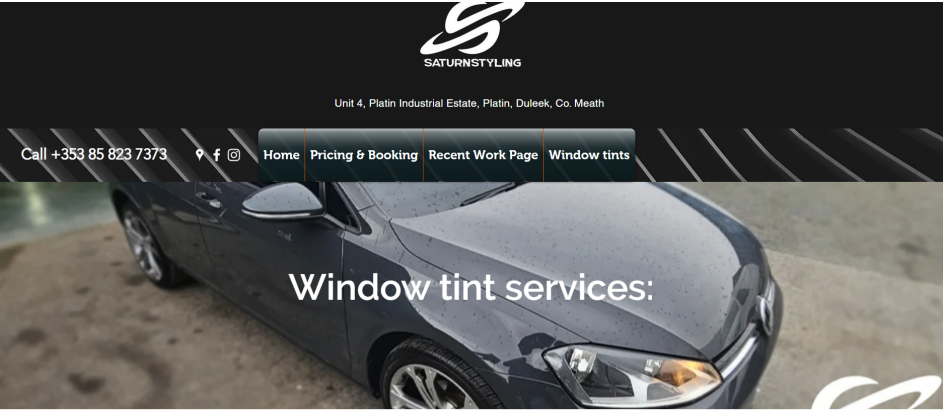
<https://drive.google.com/file/d/1vfpV4anc8gDzW6av1Avv8UdLeEw77PdJ/view?usp=sharing>

W.W.P. Sales page Copy goal? Convert the lead to contact NOW.

1. Who am I talking to?
 - a. Men aged 22-45 who have just watched the ad and are interested in car tints.
 - b. (See detailed research above)
2. Where are they now?
 - a. Just click through the ad after hearing that he can get legal tints. He is interested in tints.
 - b. Awareness level 3 solution aware.
 - c. Sophistication 4, Call out better form of mechanism.
 - d. Level of value/desire 7/10
 - e. Level of belief in product 5/10
 - f. Trust in business 3/10
3. Where do I want them to go?
 - a. See the services and prices promised from ad.
 - b. Read more and then decide to keep reading, holding the attention.
 - c. Increase all levels and WANT this product.
 - d. Decide to get in touch
4. What steps must I take them through to get them there?
 - a. See the services and prices promised from ad.
 - i. Show services and prices, any people that are open to those low prices will scroll further and see the next headline.
 - b. Read more and then decide to keep reading, holding the attention.
 - i. Amplify desire and tease something to keep reading with the credibility of claims.
 - ii. Use "mini-headlines" throughout for skimmer-friendly viewing, as well as bold and underlines for important attention-required elements.
 - c. Increase all levels and WANT this product.
 - i. Reveal trust and belief boosting guarantee/warranty.
 - ii. Position as authority throughout copy (Show reviews & photos.)
 - iii. Provide logical reasoning to how it will improve their life, as well as increase status.
 - d. Decide to reach out now.
 - i. Offer expert opinions on any confusion or questions they have in their mind. So they have no reason NOT to follow through.

Find the sales page Screenshotted below and the copy pasted below that:

(Or the link to it here: <https://www.saturnstyling.ie/windowtintpage>)



Window Tinting - Hatchback
FROM €110

Window Tinting - Sedan
FROM €140

Window Tinting - Estate
FROM €160

Window Tinting - Jeep
FROM €170

Windshield - Chameleon
FROM €200

Windshield - Tint
FROM €200

SunStrip - Install
FROM €40

Tint Removal - Per Window
FROM €10

Let's Chat!

Let's Chat!

Get in touch

PRICE LIST

WINDOW TINTING	
Frontscreen	From 120€
Sideals	From 130€
Rearals	From 140€
Jeep	From 160€
WRAPPERS	
Full	From 140€
Partial	From 160€
Partial	From 160€
Partial	From 160€
Partial	From 160€
Partial	From 160€
Partial	From 160€
MAINTENANCE POLISHING	
1 Stage Polishing	From 100€
2 Stage Polishing	From 120€
3 Stage Polishing	From 140€

Why do our customers trust us with their cars?

Because we have the experience to take care of your car. See our guarantees below.

Before

After

Before

After

Before

After

★★★★★
John Germandizo -
"Highly recommended! Very knowledgeable, friendly and helpful. Top customer service. Answered any questions regarding legalities of tint/wrap."

★★★★★
Cayanne O'callaghan -
"So worth the trip from Cork! Excellent customer service, quality service and quality products! Will definitely come back! Thanks again!"

★★★★★
Mutal Yaqoob -
"I've had exceptional experience every time got my car windows tinted from saturnstyling. Very professional and helpful service. Fixed my peeling off tint professionally in no time, recommend getting your car windows tinted from here."

Our Guarantees:

We're passionate about cars, and we want you to feel confident in yours. That's why we **guarantee you 100% satisfaction** with our tinting services.

PLUS, each tint comes with a warranty to make sure you **have zero problems** after you've got them. So if you have any issues? Have them fixed for free covered by the warranty, like brand new.

Keep your belongings out of sight:

Get in touch

Let's Chat!



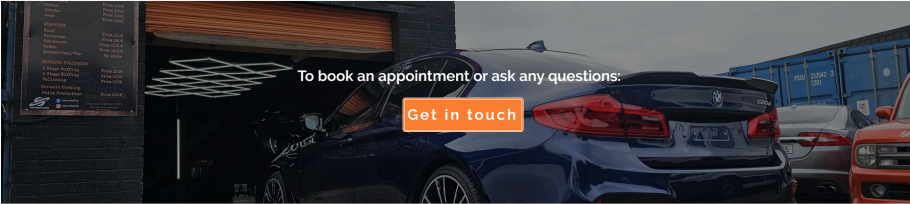
Keep your belongings out of sight:

1. Enhance your security: Tinted windows deter thieves by making it harder to see inside your car, maintaining your privacy to help prevent break-ins.

Expert guidance for your new car tints:

Our specialist is here to help you choose the ideal tints for your car. So if you have any questions feel free to send him a direct message through the orange button below:





To book an appointment or ask any questions:

[Get in touch](#)

What our customers think:



BLESSON MATHEW
2 reviews · 2 photos
★★★★★ a year ago
Superb and classic work... excellent I like it



Marko Lazar
1 review · 1 photo
★★★★★ 2 months ago
Just my headlights tint done here, quick and good service. Will definitely come back to do my tailgate. Highly recommend



Elanas Kazakevicius
8 reviews · 3 photos
★★★★★ 2 years ago
Superb quality service from Safumshyding. Booking and communication was very easy. Had my old tints removed from front door windows and new tints put on after nct. Also fixed all the bubbling issues from previous tint installer. Highly recommend this service. Will be back next year to get ready for nct.



MA H
Local Guide · 56 reviews · 12 photos
★★★★★ a year ago
Top customer service and cheapest service with top quality in Ireland.



Paulius Norkus
4 reviews · 1 photo
★★★★★ a year ago
Was done really good job. Highly recommended 🍷🍷🍷



tasmeem khan
1 review
★★★★★ 3 months ago
Elman, did the great job, really love his work



John Demantoso
2 reviews · 1 photo
★★★★★ 6 months ago
Highly recommended very knowledgeable, friendly and helpful. Top customer service. Answered any questions regarding legalities of tinting. 🍷



Luke L
1 review
★★★★★ a month ago
Good person, easily dealt with, can tell he puts his all into his work. Cares about the customer and knows his stuff.



Ethan Mc Bride
2 reviews
★★★★★ a month ago



RC_TV
1 review



rami hanad
7 reviews · 2 photos
★★★★★ a year ago
I had my car done last week there I really cant



Artur Horepokin
2 reviews
★★★★★ 3 months ago
Excellent tinting service. Staff is helpful and kind, also

[Load More](#)

[Let's Chat!](#)

PAGE COPY:

Window tint services:

(All the services and prices)

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Because we have the experience to take care of your car. See our guarantees below.

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"Highly recommended! Very knowledgeable, friendly and helpful. Top customer service. Answered any questions regarding legalities of tint/wrap ¹⁰⁰"

Cayanne O'callaghan -

"So worth the trip from Cork! Excellent customer service, quality service and quality products! Will definitely come back! Thanks again!"

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"I've had exceptional experience every time got my car windows tinted from saturnstyling. Very professional and helpful service. Fixed my peeling off tint professionally in no time, recommend getting your car windows tinted from here 😊"

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Expert guidance for your new car tints:

Our specialist is here to help you choose the ideal tints for your car. So if you have any questions feel free to send him a direct message through the orange button below.

To book an appointment or ask any questions:

Get in touch

What our customers think:

(All 5 star reviews...)

1. List the reader's roadblocks and the solutions/mechanisms to solve them.

- a. The readers are new to tints and the paid ad that brought them here covers all the basics and solved the legal roadblocks, so now the only hidden roadblock for them is the trust of service and pricing.
- b. Here in Ireland, it's a common thought in people's heads that service providers will provide minimum work and work ethic and will possibly do a "half-assed" job. So I highlighted my client's work ethic and confidence in his service with guarantees.

2. Include your personal analysis of your copy's weaknesses and how you plan to improve them.

- a. This is a newly refurbished version from my last copy review and testing. I believe the web design elements are my weakness but I tried to keep it plain and changing after each scroll to hold attention. As for my copy, I'm not sure on the "security" paragraph and if it breaks the flow, I added it as a value booster and Logical reason for someone to buy this rather than purely desire driven.
- b. Trust/authority: My client is relatively new only being 2 years into this, so I couldn't use a lot of experience based figures or metrics, mainly reviews and photos. I feel like this might be evident to viewers.

- c. AD creative: I feel like it might be *too fast* that maybe parts of the copy might not be heard with all the distracting features. Please let me know if I can optimize the creative, as I can change the video edit.

3. Explain how you attempted to fix your issues and ask for feedback on your efforts.

- a. My main issue is conversions. My previous sales page and ad had a CTA of a “free quote” after they send a message, which had viewers looking all over the site for a price to which they found no exact figures, then bounced. Which might’ve caused my pervious zero conversions out of 90.
SO, I included some price estimates and I put them right at the top of the page to give them what they want instantly THEN persuade them to get in touch.
BUT I feel like there might be some elements of copy missing, I wanted to include the car specialist in a photo and short introduction to boost authority and trust, but he is very hesitant to that. but I’m sure if it would be necessary to get a good conversion rate I could persuade him.

4. Indicate if you test your copy and its performance results.

- a. Yes, I did test my old ad and sales page and **this is the newly finished version from my pervious results**. My old ad was turning 0.20 CPC from a mostly stock footage creative, so I asked my client to get some vids and now this is the new version with much more engaging content. And my old sales page had very poor design and lots of unnecessary paragraphs, so I slightly redesigned and shortened it.

5. Explain how your product's strengths and weaknesses play into the value equation.

- a. All the competition have tried ads and they never lasted more than a week. The products of the tints themselves are nearly identical from business to business. So I went to sell my client's brand and work ethic instead.
- b. Strengths: It's a well-priced service, trustworthy, and in an accessible location for further traveling customers.
- c. Weaknesses: Having to manually send a message to my client for a appointment. Having to drive all the way to his garage and wait for awhile for the installation.

6. Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel

- a. They have clicked through the ad (Linked here:
<https://drive.google.com/file/d/1vfpV4anc8gDzW6av1Avv8UdLeEw77P>

[dj/view?usp=sharing](#)) and want this product. Sophistication stage 4, they know about car customization & upgrades but haven't made any big changes to their own car yet, Awareness level 3, solution aware.

- b. **Rough thoughts during ad:** "I used to think tints were mostly illegal, But now that i'm seeing this my car could use with some better features. I love that BMW it looks great. This business looks professional and like he has experience. Where is he located? How much would these tints cost?"
- c. **Rough thoughts during sales page:** "Okay I guess that makes sense, around €200 for my car windows. I would like these but I'm not sure yet, so I'll scroll more.
Well he has great before and afters with good reviews, so he knows his stuff. Guaranteed satisfaction? 6 month warranty? So, I would definitely be happy with them If I did get them.
Oh, they help keep my belongings safe? Well I do have a macbook and other *not entirely legal goods* that I wouldn't like being seen easily. So this would be very handy.
And he says he will help me pick the right tints for my car. Yeah okay I'll "get in touch" and ask him if he can help me out with my volkswagon polo and when he's free so I can spin by..."

7. Show and explain the full funnel.

- a. Paid Instagram ad:
<https://drive.google.com/file/d/1vfpV4anc8gDzW6av1Avv8UdLeEw77Pdj/view?usp=sharing>
 - i. With correct targeting for local area, age, gender, etc.
 - ii. This correct audience is then, educated, increased "will they buy" levels, qualified that they have a car, etc. Then they click the link because they want to see the prices.
- b. The sales page.
<https://www.saturnstyling.ie/windowtintpage>
 - i. Show prices they want to see, then persuade them to send message and become a LEAD for the car specialist to convince them to make the real purchase.