

What specific business objective am I seeking to accomplish with this project?

To get them to book an appointment to choose their bed/mattress

1. Who am I talking to?

- 20 - 60 year olds with responsibilities like family, spouse or even new house
- Busy 9-5 Jobs
- Middle Class Population Alloa, Stirling, Clackmannanshire areas
- Value good customer service (Like to be treated like royalty)
- Need a consultancy for their specific needs and requirements in a mattress

2. Where are they now?

- Scrolling on facebook

Current State

Aches and pains, bad back, current mattress is not supporting their needs physically

"I bought this mattress and it is extremely uncomfortable. My back pain has worsened to the point that I had to go to the doctor. This mattress has caused my quality of life to deteriorate significantly."

"We bought a Helix Dusk less than 2 years ago and it has become so unsupportive that it hurts our backs. We have to take turns sleeping on a separate bed to give ourselves a break. We spent \$1500 on this mattress thinking it would last for years like a mattress is supposed to, but we might as well have poured that money down the drain."

"Waking up every morning with back pain and stiffness, and even after 8 hours of sleep, I feel like I haven't rested at all. This mattress is just not doing its job."

"I'm waking up every day with more pain than I had the night before. My mattress is old, saggy, and has made my sleep a nightmare. I seriously need a new mattress ASAP."

"This mattress has completely ruined my sleep schedule. I toss and turn all night, wake up multiple times, and feel exhausted every morning. It's been a terrible experience."

Dream State

Have a good night's sleep

"I wake up feeling refreshed and pain-free every morning. This mattress has truly changed my life. Best purchase ever!"

"Since getting this new mattress, my sleep quality has improved dramatically. I fall asleep quickly and stay asleep all night. It's like sleeping on a cloud!"

"I used to struggle with back pain, but this mattress provides the perfect support. Now I wake up without any discomfort and feel ready to take on the day."

"This mattress has given me the best sleep of my life. I no longer toss and turn, and I wake up feeling completely rested and rejuvenated."

"From the first night, I could tell the difference. No more waking up in the middle of the night or feeling sore in the morning. This mattress is a game-changer for my sleep."

Starting Point

There trust in the company/person selling is low

This is due to:

- Everyone in the market making the same boring claims about quality, delivery etc
- Typical bed shop has a pushy salesman who upscales them

This can be eradicated by:

- Using customer testimonials
- Also can be increased via industry recognition awards

There not sure if the idea will work

This is due to:

- Cost of living people are 10x more stingy when buying expensive stuff
- They haven't gone and tried the product yet.

This can be eradicated by:

- Offering good guarantees on products
- Giving them the chance to themselves at their own pace/leisure

There feeling of pain and desire is mid-way (higher than others)

This is due to:

- They believe modern day furniture is expensive due to high street retailers
- They still have aches and pains which annoy them and want to get rid of them
- Their pain isn't through the roof yet as their pain hasn't been ignited and they're not so worried as of now.

Market Awareness

Level 4 - Product Aware

They are aware of their problem

They are aware of our solution

They are aware of our product

Market Sophistication

Step 1 - The Market is at Stage 5 - Market is tired of everything.

3. Where do I want them to go?

1. Stop scrolling on facebook
2. Realise they've been needing a bed/mattress for some time but they've been putting it off
3. Realise there's nothing to lose because the appointment is free
4. Book an appointment

Step 1 - Current state - delaying getting a new bed/mattress for ages perhaps due to cost of living, Dream State - A brilliant nights sleep with no aches or pains.

Step 2 - Their roadblock is that they can't sleep well each night due to aches and pains, what there sleeping on currently does not comply and compensate for their health/comfort levels and problems

Step 3 - The Solution is to have a specific mattress tailored to them as an individual

Step 4 - By having their specific mattress their physical problems will be relieved and their comfort levels when they sleep will skyrocket overall leading to a better sleep.

4. What do they need to experience/think//feel to do that?

Stop Scrolling on Facebook

- Staggering first sight directly calling out their problems. This will be the image of the ad. It should have colours contrasting to the emotions the reader will experience.
- A relatable photo or amplifying their current pain or someone who went through their situation and their problem was solved (use a testimonial)
- “Not like other retailers where your paying double the price”

Realise they've been needing a bed/mattress for some time but they've been putting it off

- Specific requirements/desires labelled
- Expert knowledge in the industry/expert consultant
- bed/mattress standards authority.

Realise there's nothing to lose because the appointment is free/ Why us?

- Mattress back if dont like
- Free Delivery
- Free Consultation
- Relaxed atmosphere
- “Try out all the mattress if you want”

Book an appointment

- Sleep needs/preferences
- What to expect during the appointment
- No obligation to buy
- Appointment length
- FAQ
- Steps of choosing/ordering

- How will I increase specific levels? - unsurety threshold of their needs and requirements,
- How will I bring down perceived costs and thresholds? - health related/investment for health, make the product seem like one they never knew was out there for them specifically

General Notes

- They need professional advice and a solution to their specific needs in a mattress
- Excellent customer service = (they need to be treated like kings/queens)
- Don't want a pushy experience with someone looking over their shoulder

AD VIDEO LINK(Click full screen to view):

https://www.canva.com/design/DAGH289_D8I/8CGcgqJdLnGaE0QgdZko3A/edit?utm_content=DAGH289_D8I&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Pain:

Heading:

The Truth Behind Back Pain and Why Your Mattress Has Everything To Do With It!

Waking up with a stiff, throbbing back despite getting enough sleep?

You suffer through the lingering pain with every movement, wondering why this keeps happening.

Amplify:

Discover the life-changing difference with our Zero Gravity-inspired mattresses:

- Tailored spine alignment for uninterrupted sleep comfort
- NASA-inspired weightless comfort
- Cool and refreshed body, ready for the day ahead
- Extended warranty for long-term durability

Solution:

Your Perfect mattress is calling you.

Book a free, no-pressure consultation today, try out our mattresses, and experience heavenly comfort with free delivery and easy returns.

Just 4 clicks, and you're 3/4 there to a perfect night's sleep.

Click here to schedule your appointment and save your back from constant agony for LIFE.