

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Interior Designing Firm (India)

Business Objective: Legitimize business on IG

Funnel: Social Media

When adding Comments Could you guys also add the TRW username so I can @ you for more questions

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Gender - Both (But with designing it would mostly be the women designing most of the house)
- Age range - 30+ (These ppl can afford to buy a house)
- Income level - 100k/year+
- Occupation - Business owners(for corporate clients), or ppl with a high income occupation
- Geographic Location - Gujrat India
- People who have just bought a house
- People wanting to redesign their house
- Corporate companies that want to design a new office space
- Cafés/restaurants that want to design a new space

2. Where are they now?

- Scrolling on IG
- Current Levels –
 - a. Pain/Desire – 6/10
 - They already know that they need an interior designer for their new property
 - The cost isn't the main issue as they can choose their budget for the project. Larger the budget better the quality of the project. (The quality only means the kind of materials, art work prices, etc.)
 - They are also worried about how long the project would take. In India it is a standard thing for firms say about 3 months for a project but it always ends up taking 6 months
 - b. Belief – 7/10
 - Customers have belief in the concept of interior designers but my client is new in the space with only a few projects so they might not have a lot of faith in her.
 - They know that they need an interior designer to make their space come to life.
 - There is enough social proof to show that interior designers can make the 4 walls and roof feel like a home.
 - c. Trust – 3/10
 - The company is relatively new with only 5-6 projects done till now.
 - All projects were found through Word-of-mouth
- Current State –
 - a. They might like the Interior Designer but don't have any social proof to show projects done
 - b. Can't find someone that can make their dream house withing the timeframe and budget
 - c. Want to design the perfect space
 - d. For corporate clients – Want to find the perfect space that matches their vibe
 - e. Want to find a space that can be aesthetically pleasing while still connecting with the store's aura
 - f. Unrealistic expectations – Clients have expectations beyond the budget, time constraints, and practical limitations
 - g. No Transparency – Many designers promise a bunch of stuff but in the end either say no to those things as they are out of the budget or use lower quality materials to make the same thing.

- Dream State –
 - a. They move into the perfect house
 - b. They find the perfect design for their corporate space
 - c. The company exceeds their expectations in regards to time, money and quality of work
 - d. They can see social proof of work done by the firm beforehand.
 - e. Complete transparency in regards to materials used and project timelines and budgets
- Market Awareness - Product aware
 - a. Everyone knows about Interior designers hence the market is product aware
 - b. Now it's only about getting the customers pain/desire levels cranked up so they choose my client
- Market Sophistication - Stage 4/5
 - a. Market knows what claims are made and are tired of everything

3. What do I want them to do?

- Stop Scrolling and look at content – Look at the houses the firm has posted
- The designs need to resonate with client so they can choose the firm
- Once content has been consumed they need to send dm to book a meeting with the firm
- After meeting, clients need to be happy with firm and book their services

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?

- Social Proof – Pictures of previous projects done. IG is the place they will come to see all the previous projects and then decide if they like the work done by the firm
- They need to feel like the client understands their desires and knows how to put the words said into an actual design
- Team Introductions – They would want to see the team they will be closely working with and if their values align with what the client wants
- Transparency – Showing the entire process from design to the final project would give the clients more trust on the company.

DRAFT

This draft is about the types of posts that can be made on IG to gain more followers. And to give current clients a database of projects that have been done that they can look at either for

inspiration or for social proof to see that the company can design the kind of space they are looking for.

1. Before & After Posts –
 - Show the room before and after transformation. These are meant to be visually striking so viewers can see exactly what all changes were made. It also demonstrates TS teams' expertise.
2. Functional Design Aspects –
 - Show the practicality of the design and explain why you chose it to be in a certain way
 - i. For example, a small kids room may have a bunkbed with a workstation instead of a bottom bunk. That leaves more space for a small play area on the other side of the room. Or the way the stairs for the bunk were designed.
3. Project Walkthroughs –
 - Can be a short video or multi-pic post detailing the design process and what elements were used.
 - i. You can make a video talking about how maybe the empty space on the side of a room was used by adding a chest of drawers, etc.
4. Step-by-step Transformation –
 - It's a series of pics showing each stage of a project.
 - i. Design planning (blueprints of how the room was envisioned)
 - ii. Step-by-step actual designing of the room
 - iii. Final room design
 - This would require effort for you to make the video and maybe edit it so that they can see the old space and how it was converted into the new design
5. Room-by-room –
 - Highlight each room individually in a large project. Discuss specific design choices (lighter ceilings to give the room a more larger look)
 - This will make you look like you have done more projects
6. Time-Lapse –
 - You can make a timelapse of specific stages in designing the room
 - i. Timelapse of furniture installation
 - ii. Setting up lighting
 - iii. Décor placement
 - This kind of posts are satisfying and drive engagement up
 - This is a good filler post – When you haven't completed a project but need to post something, these timelapse videos are perfect as you don't have to show the entire process but only a part of it.
7. Client Testimonials –
 - Get clients to talk about their experience with you and how you helped them.
 - i. How their ideas/vision were perfectly designed by you
 - ii. Ease of process
 - iii. Timely work done
 - iv. How last min wants were also incorporated

- You can add a video along with some pics of the room to make people understand what is being said
- 8. Team Introductions –
 - Show your team and how each person has an integral part in the process of designing the house
 - You can also showcase the talent in your team. This will give more credibility to what you are doing
- 9. Personal Introduction –
 - Post a pic of yourself preferably a professionally taken one. Talk about who you are and explain why you started the business
- 10. Magazine Features –
 - These kinds of posts should always be pinned.
 - They give full validation to customers seeing your page. The first thing they would see is that you are a legit business as you were mentioned in a magazine.
 - Provides external Validation

Copy -

General Interior Design Hashtags

1. #InteriorDesign
2. #HomeDecor
3. #InteriorInspo
4. #HomeStyling
5. #InteriorDesignIdeas
6. #InteriorDesigner
7. #DecorInspo
8. #InteriorDecor
9. #DesignInspiration
10. #HomeDesign

Region-Specific and Culturally Relevant Hashtags for India

1. #IndianInteriors - 158k Posts
2. #IndianHomeDecor - 486K Posts
3. #AhmedabadInteriors - 5k+ Posts
4. #AhmedabadDesign - 1k+ Posts
5. #IndianInteriorDesign
6. #MadeInIndia
7. #DesiDecor
8. #VocalForLocal
9. #IndianHomes

10. #TraditionalIndianDecor

Hashtags for Specific Aspects of Interior Design

1. #LivingRoomDesign
2. #BedroomDesign
3. #KitchenDesign
4. #BathroomDesign
5. #DiningRoomDesign
6. #OfficeInteriors
7. #SmallSpaceLiving
8. #LuxuryInteriors
9. #SustainableDesign
10. #MinimalistDesign

Trending and High Engagement Hashtags

1. #BeforeAndAfter
2. #DecorGoals
3. #HomeInspo
4. #InteriorAndLiving
5. #HouseBeautiful
6. #MyDecorVibe
7. #DesignGoals
8. #HomeMakeover
9. #HomeRenovation
10. #DesignDetails

Local Community Hashtags

1. #AhmedabadLiving
2. #AhmedabadLifestyle
3. #AhmedabadHomes
4. #AhmedabadBloggers
5. #GujaratInteriors
6. #GujaratDesign
7. #AhmedabadCreatives
8. #AhmedabadEvents
9. #AhmedabadLife
10. #GujaratHomes