

MARKET RESEARCH FOR A SCHOOL ; CRECHE, PRIMARY AND HIGH SCHOOL :

What kind of people am I talking to:

Parents/guardian with kids ranging from 4 to 17 years

Location ; Lagos,NG

Medium class affordability.

Painful state:

Poor educational services

Safety of kids in school

Poor Academic delivery to kids

Poor mental development of kids.

Dream State ;

Academic breakthrough of their kids,

Well behaved children, Ability for kids to be courageous and be exceptional amongst their peers;

Think of a future where your child not only excels academically but also emerges as a confident and exceptional individual among their peers.

Envision a school where values like communication skills are instilled and grassroots education forms the foundation of an elite mindset.

Values and Beliefs :

They value communication skills and they need to impact that in their kids so they grow with such values of Educational standard,

They believe in grassroot education and would do what's within their reach to send their children to a good school because it is placed with an elite mindset.

They believe in getting an education that empowers their children to reach their full potential and become leaders in their own right.

Who am I writing to :

To the ambitious school owner in Lagos, aged 33, I understand His aspirations and desire to compete with the best.

With 12 years of experience in the educational sector and a strong portfolio of testimonials, He has already laid the groundwork for success.

What is my business objective;

My objective is clear: to increase engagement on Instagram, attract more students, and expand the client base and financial assets.

By leveraging compelling copy, testimonials, and curiosity-driven content.

What steps would be taken to achieve this:

To achieve this, I plan to leverage testimonials, curiosity-driven headlines, and engaging questions in Instagram content.

I want to guide potential customers from a state of confusion to considering my service as a solution, with high expectations of satisfaction.

Where are they now:

Customers :

In deep thoughts, considering what school is the best option for their kids to excel academically.

Business :

Currently, parents are contemplating the best educational options for their children, while the business seeks expansion and growth.

A major goal is to bridge this gap by offering a solution that exceeds expectations and delivers tangible results.

Where I want Parents/guardian to go:

Give our Educational service a try , by increasing their curiosity,High level of expectation and satisfaction as well.

How to get customer attention:

Through the PAS framework, I will address pain points, amplify the need for a solution, and present the school as the answer to their educational concerns.

MARKET RESEARCH FOR A FASHION/TAILORING COMPANY :

What kind of people am I talking to:

Male ; 2 years and above

Location ; Lagos,NG

No limitation to income, work with budget.

Distance is not a problem, it can be delivered at your convenience.

Painful state :

Tired of delayed delivery,

fear of low quality materials and perfect body fittings

Dream State :

They need to look dynamic, a pace setter in designs,

Total satisfaction,Confidence and comfortable feeling.

Values and Beliefs :

They value looking dynamic and are tired of delays and low-quality materials in their clothing.

They believe in investing in themselves and their appearance, understanding that it reflects their confidence and sets them apart.

They're looking for total satisfaction, comfort, and confidence in their attire.

Who am I writing to :

A 30-year-old male who is ambitious and seeks to compete with top players in his field.

He values customer relationships and has been in the industry for 8 years, with a strong portfolio of testimonials

What is my business objective :

I will focus on increasing engagement on Instagram through compelling copy and testimonials, as well as attracting more clients through discounts. I aim to expand the customer base and financial assets.

What steps would be taken to achieve this:

To achieve this, I plan to leverage testimonials, curiosity-driven headlines, and engaging questions in Instagram content.

I want to guide potential customers from a state of confusion to considering my service as a solution, with high expectations of satisfaction.

Where are they now:

Customers :

In a confused state, thinking how He's attending the next event and how to look different. If He should stick to his previous which He was not totally satisfied with or find another tailor, definitely have that conversation with a couple of friends.

Business :

Wants to expand its customer and financial assets.

Where I want client to go;

Give our service a try , Have a high level of expectation and satisfaction as well.

How to get customer attention:

To get customer attention, I'll use the PAS framework, addressing their pain points, amplifying them to feel the need for a solution, then offering my service as the solution.to having a confident appearance with the nice fittings of the clothes.