

Outdoor Toilet Facebook Ad

New Version

Looking for a Comfortable and High-Quality Outdoor Toilet? 

Discover our range of high-quality, beautifully designed, and eco-friendly outdoor toilets. 

Whether you have a summer cottage in the countryside or a home far away, our outdoor toilets ensure cleanliness, comfort, and safety for everyone, anywhere. 

With a decade of experience and over 100 happy customers, we guarantee satisfaction and reliability.

Don't miss out—choose Divero outdoor toilets for a smooth and worry-free summer at your cottage! 

CTA:  Click Learn More" before our outdoor toilets sell out! 

Research

Business Objective: Get my client customers through Facebook ads

1) Who am I writing to?

- a) Men and women around 30-60 years old
- b) Who are looking for a new wooden outdoor toilet to replace the old one or don't have an outdoor toilet and need one so

- c) They might want to fix the problem of water shortage
- d) Estonia
- e) People who are too lazy to fully build it themselves, want to have someone else put it together, or want to put it together with minimal effort
- f) People who want a quick, easy, and cost-effective solution, so they can fix the hygiene at their house

2) Where are they at right now?

- a) Scrolling on Facebook
- b) They stumble across an ad that shows a beautiful Outdoor toilet that blends in with the environment and doesn't disturb the view of their yard
- c) Market Awareness - Level 3 solution aware
- d) Market Sophistication - Level 2 There are a small amount of businesses advertising and selling Wooden Outdoor toilets (around 10-20)
- e) **Current State -**
 - i) They don't have an Outdoor toilet or their Outdoor toilet looks shit and disturbs the view plus isn't very comfy and smells bad,
 - ii) they have a water shortage or don't have water/plumbing and need an alternative to the regular toilet
- f) **Dream State -**
 - i) They have an Outdoor toilet that is comfortable plus it doesn't smell, and it doesn't disturb the view of their yard,
 - ii) It is comfy and functional
 - iii) Friends and family complement the beauty of their yard and Outdoor toilet
 - iv) They have fixed the problem of their water shortage / Plumbing issue and can now do their "thing"

3) Where do I want them to go?

- a) Stop the scroll
- b) read the text
- c) click the link
- d) Have the desire to buy a product / buy a product

4) What are the steps that can take them there?

- a) Stop The Scroll
- 5) 3. Example

a) Picture



Välükäimlate müük ja paigaldus

Puhas, mugav ja keskkonnasõbralik kasutamine

Mitmekülgne valik ja lisavõimalused

Lihtne tellida ja kiire tarne

VALIKAIMLAD.EE

i)

ii) Translate:

Sale and Installation of Outdoor Toilets

Clean, Comfortable, and Environmentally Friendly Use

Versatile Selection and Additional Options

Easy Ordering and Fast Delivery

iii) (This ad type got the Top player the most views)

iv) Beauty - two good-looking outdoor toilets

v) Pattern interrupt - The posts' "Picture" has text in it and the toilets have been cut out of the background (brings them out)

vi) Bold text

vii) Extreme size

viii) Matches a previous experience - They have seen an outdoor toilet that is beautiful

b) Text

i) Headline - Brings down the threshold of "Cost" -> Välükäimlate müük ja paigaldus üle Eesti

ii) Benefit Dumb ->

(1) Clean and nature-friendly choice

- (2) A lot of options to pick from
- (3) Easy to buy and quick delivery

iii) CTA - [Välkäimlad kodumaiselt tootjalt](#)

6) On the page

- a) Beautiful pictures of the product
- b) Price anchoring
- c) Desire on what it can be and how good it is + they claim that its their most bought house
- d) a guarantee
- e) Buying Proces
- f) Bought

Old Version

Looking for a Comfortable and High-Quality Outdoor Toilet 

Our selection includes outdoor toilets that are high-quality, comfortable, and suitable for any garden. 

Whether you have a summer cottage in the countryside or a home far away, our outdoor toilets ensure cleanliness, comfort, and safety for all users. 

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Our outdoor toilets have been in demand for a decade since we pioneered them.

Don't miss out and choose Divero outdoor toilets to ensure a smooth and worry-free summer at your home!

CTA:  Order your outdoor toilet quickly and conveniently from our website:
<https://aiamajad24.ee/> 

For this I didn't create an outline and it's a big mistake, I'll try to remember to always create an outline (The: *Who am I writing to?* and *Where are they at right now?*' are still the same)