

# Objective

**Business Type:** Prom Photography

**Goal:** New customers for the 24/25 season

**Funnel:** Meta Ads

**Target Audience:**

- Students → Young ladies (18-25 years old), class leaders, who arrange everything.

**Desires:**

- Class gratitude (status)
- To have better photos than others → Get others jealous

**Pains:**

- Unsuccessful prom
- Poor quality photos / looking bad in photos
- Not photogenic

- **Current State:**

- Preparing for graduation
- Preparing for the prom

- **Dream State:**

- Sorted prom photography
- Original and quality photos
- To look good in photos
- Unforgettable memories

- **Market awareness:**

- Lvl. 3 solution aware

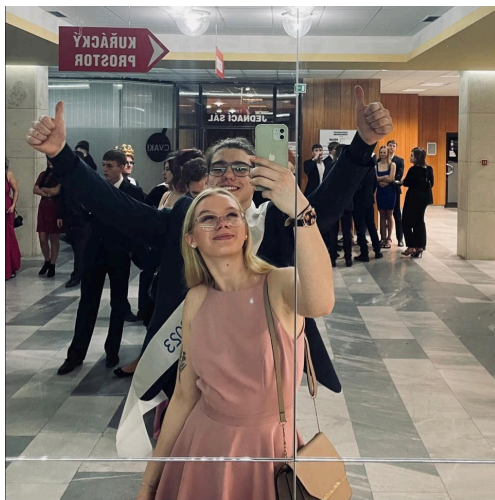
- **Market sophistication:**

- pain /desire - 6/10
- Belief in photo service - 7/10

- Trust in client - 3/10 - stranger
- **Roadblocks:**
  - Money
  - Time
  - Poor/complicated communication in the class
- **Solution:**
  - Get a good photographer
- **Product:**
  - Competition for free photography

Avatar:

## Basic Avatar



Name: Eliška

### Background Details

- Student
- Graduating
- Desire the best photos from prom to share them on IG / FB
- Using social media
- Want to enjoy her prom

### Day in the life:

- Going to high school (waking up every morning to get make up → looking good → get get attention)

- Meeting up with her friends (gossip)
- Having high status in high school (4th class)
- Scrolling on social media (getting info about their favorite influencer)