

Luyanda Kosmetics Copy

Type and Platform: Ad, Instagram and Facebook

Objectives:

- Get the reader to click the CTA which puts them through to a lead funnel of the business. This lead funnel will then direct the reader straight to the sales page on the business' website.
- Humanise the product(s) being sold via the copy so that the reader can get more relation towards it. Humanising can also help with the empathising with the readers' desires or pains.
- Get the reader to explore the business' social media profile on Instagram and Facebook, dependent on which app they read the copy from.

Has this copy been tested?:

No, it has not been tested because this is the second project I'm doing for the client.

The 4 Questions:

1. Who am I writing to?

I am writing to a 23 year old woman. She is currently a student at a major university within the country, and she is doing her final year at the institution. She is very conscious of her looks, and is the type of woman who usually puts makeup on almost every day, and almost everywhere she goes. She attends school every weekday, and the weekends are those days where she usually goes out with her friends to the markets, clubs, festivals, church, galleries and museums etc. Her consciousness towards her looks have made her notice something - her lips are constantly dry. The products she uses to keep them moisturised do not last for long, and usually crack on the surface of her lips, which ends up chapping them. This chapping causes some minor damage to her lips, and this worries her while also losing some of her confidence every day she goes through this ordeal. She is fed up because the products she uses aren't helping her situation at all. She is not feeling like the woman she needs to be and needs something different that will give her that spark again, a spark that will last longer.

2. Where are they now?

Right now, she is panicking, looking for a different product that will give her the results she desires. She has gone to various stores in her area, but those stores sell the products that she is used to - the same ones that do not help her. She has gone on to Instagram to search for a brand that has the thing she wants that will give her what she desires. She also thought about going

on Facebook to do the same thing. While on these apps, she comes across a business called Luyanda Kosmetics and is intrigued to see what is on offer.

3. What actions do I want them to take at the end of my copy?

I want her to click the CTA once she has finished reading my copy. Once she has clicked on it, she will be directed to the business' website, and she will come across a lead funnel where she can enter her details and get a free reward for doing so. After this has happened, she will land directly onto the sales page where she can explore the products from the business that are on offer and then go on to purchase them.

4. What must they experience inside of my copy to go from where they are now to taking the action I want them to take?

Women have a tendency to humanise products that they see or have, e.g. "Ooh this lip gloss is so pretty, **she'd** look good on me." I want her to experience that feeling while they are reading my copy. I also want her to experience the feeling of empathy, which will be in this copy, so that she sees how it is both, understanding of, and relating to, how she feels currently. This will be what convinces her to take the actions that I want her to take.

What is my avatar thinking?:

She is thinking about where she could find a reputable product that can help her solve the problem that she is facing with her lips. She is also thinking about how this problem is affecting her, and how she can deal with it in a timely manner.

Where is my avatar in the funnel?:

Since she will only now discover the business and what it sells, it would mean that she is currently on social media, and she is still reading the copy. She has not heeded the CTA yet.

Where is my avatar emotionally and physically?:

Emotionally, my avatar is in a state of panic. She is also feeling less confident because of the situation she is facing. She is angry that it is taking her a vast amount of time to find a product that will work for her. Physically, she is (with some provided detail) in her room at the university's student residence. Her lips are experiencing dryness every now-and-then, and are starting to chap.

My avatar's roadblock and the solution to her roadblock:

- Her roadblock is that she gets dry lips very often due to the products she currently uses, and now she's looking for a much better solution that will alleviate her worries.
- This roadblock is affecting her self-esteem negatively.

The solution to her roadblock is offered by Luanda Kosmetics. They have just the products, which are lip glosses/lipsticks, to help her deal with what is affecting her.

The Value Ladder:

The value ladder for this copy will begin at the social media post, followed by a free lead magnet when the CTA is heeded, then afterwards it will lead to the sales page that shows a variety of mid-ticket products being sold by the business.

The Value Equation Element:

$$\text{Value} = \frac{\text{Dream outcome} \times \text{Perceived likelihood of success}}{\text{Effort and sacrifice} \times \text{Time Delay}}$$

Therefore:

$$\text{Value} = \frac{\text{Getting a product that guarantees healthy lips} \times \text{High likelihood of success as shown by the reviews of the product}}{\text{Looking for and purchasing the product on the website, and using the product to see the result} \times \text{Delivery of product}}$$

The Dream Outcome:

The dream outcome for my avatar is to find a product that will help prevent her lips from drying out and chapping. This product will also aid in boosting her confidence, and overall self-esteem since the product in question is a cosmetic product that guarantees such a dream outcome.

Awareness and Sophistication:

The awareness within the cosmetics market is very high. A lot of women are self-conscious about their looks, and are willing to buy products that are reputable and would work for them. The sophistication of this market is middle to high, because products that are sold within the market can be mid-ticket priced to high-ticket priced. In this case, the products sold by this business are mid-ticket products.

The Mechanism:

Social media will be the starting mechanism for the whole process. The website, and funnels within will serve as the final mechanism.

The Product:

The business currently sells a variety of lip care products. For this copy, the focus is on their lip glosses, which have their own subset of varieties. These varieties won't be mentioned here because of the objectives set out for the copy, and it would kill much of the intrigue and curiosity of the reader while they read the copy.

The Funnel:

The business' website is currently down at the moment so showing pictures of how the funnel would go is not going to be possible at this moment.

However, to explain the funnel will be easier, and much more understandable.

The funnel will be as follows:

1. The reader will see the ad post on Facebook or Instagram. She will then read the copy and click on the CTA to be directed to the next step.
2. Once the CTA is clicked, it will direct the reader to the business' website where they will come across a lead funnel that comes with a reward for filling in their details.
3. After the reader has given their details and received their reward, they will then find themselves on the sales page where they can explore and find the various products (in this case, the lip glosses) that are on sale.
4. Lastly, from the sales page, the reader can then pick which lip gloss they want to buy, then be directed to the purchase and checkout page where they complete their particulars, and then the product will be made ready for delivery to them.

The Copy:

If your lips are not making you the fly girl you deserve to be then here's what will save your day, and no, it's not some lip therapy.

She'll make your lips so soft, and super luscious.

Our LK lippie will give you a pair of lips that are chap-free, glossy, and healthy - something to die for.

She also comes with a 10% discount on your first purchase when you [tap the link here and sign up on our website](#).

And if you're quick enough, you can get her before she's gone.

Valentine's Day is coming soon, and for you bestie, it means a special is coming too.

#LuyandaKosmetics #LKBaddie #Lipstick #LipGloss #Lippie

Personal Analysis:

What I would say is a weakness in this copy is that it's most likely over-humanising the product that is being sold, which gives it a possibility of having it seen through, being thought of as try-hard, and make the reader not take the action I want them to take. What will help improve this copy is to find a way to tone down the humanisation so that it doesn't overwhelm the reader, particularly the female readers. Further research into customer language and other player/top player copy will help me in finding a way to achieve improvement.