

MENZILI MARKET RESEARCH

Goal : Increase sales, clicks, views and visits to their website and social media accounts(Main Goal is sales ofc)

4 Questions :

1. Who am I talking to ? People who live in Tunisia,Djerba . looking for renting, buying or selling a home
2. Where are they now ? in their home/work scrolling on ig or facebook
3. What do I want them to do ? I want them to stop scrolling , click on my hooking ad and schedule a call
4. What do they need to feel ? will make them feel the ad will be the chance of their lives and they don't need to waste it

Generally, What Kind Of People Are We Targeting?

- Men or Women? 50/50
- Approximate Age range? 30-70
- Occupation? Need a home
- Income level? 100,000+/year
- Geographic location? Tunisia, Djereba

Painful Current State

- What are they afraid of?
 - Spam, fake, thief , bad place (neighbors), not clean,
- What are they angry about? Who are they angry at?
 - Fake pages who can steal their money
 - Places not as described
 - Scammers
- What are their top daily frustrations?
 - Buying their best home/invest so no one disturb them about it
 - Quick and clean services
- What are they embarrassed about?
 - Asking many questions about the place/home that they are interested about
 - Looking at paying with several payments methods as problem
- How does dealing with their problems make them feel about themselves? - What do

other people in their world think about them as a result of these problems?

- This guy is taking so long to pay
- This guy meant to pay in several methods just to bother us
- Maybe he will not buy just wasting my time
- If i were this guy i would pay it in one method with full money so i will not disturb the seller
- This guy is asking too many questions about the place , is he gay?
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - I did not find the best seller in this place which i can ask as many questions as i want, also i want to drive to the place before i buy and take deelep look .
- What is keeping them from solving their problems now?
 - Don't have much time to look for the best seller (META ADs job)
 - Hesitate to risk his money
 - Can't find someone to talk about this situation
 - lazy/not serious (until they find it in front of them)
 -

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - Have the easiest method/best seller to invest their money or buy their exact dream house , with every detail they want .
And of course with the lowest price
- Who do they want to impress?
 - Family
 - Friends
 - Neighbors
 - Work friends
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - Having the best estates in Tunisia ,
 - Renting the best and the cleanest home
 - Quick/polite services

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - Ask so many questions before buy/rent
 - Don't have time to search for the best seller
 - Always busy with the full-time work
- Who do they blame for their current problems and frustrations?
 - Definitely themselves first for not finding time
 - Not having the best rental/seller in Tunisia
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - Renting customers may be failed of choosing a good/clean rented house
 - Buyers may failed but they think that it's done for them, but they still can sell their house and buy a new one
- How do they evaluate and decide if a solution is going to work or not?
 - Look at the reviews
 - Look at the reels/video to see the houses sold
 - Call and ask the questions about the house
- What figures or brands in the industry do they respect and why?
 - "I had the pleasure of working with Kim Brown. She was by far the best thing that happened to the process. We bought "by owner" and it was a tough process, but she helped make it smooth. She kept in constant contact with me on where we were in the process. She walked me through the craziness and was always there no matter what time of day. If I ever choose to purchase or refinance, she is my only choice! Thank you for making my dream come true -Ken and Amanda Schenk"
 - "I worked with Charles Jones Jr at Mortgage Lenders of America and he was awesome!! He made you feel that he was personally vested in your process and would be there every step of the way. He called and emailed me with new information to help keep the stress minimized. He explored all of my options to ensure I was getting the best deal possible! I'm just so happy that we found him! They closed on our loan on the estimated closing date. I'm so happy in our new home!"
- Market awareness:
 - Level 3 - Solution aware - They know that they have to invest their money somewhere but they don't know a trustable real estate business
- Current levels:
 - Certainty and trust levels: 5/10 - Some people know about this business but some don't. And for the most people find it hard to trust real estate business owners

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. ("My journey" type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter
 - e. Reddit
 - f. Other Forums
 - g. Amazon.com Reviews
 - h. Yelp and Google Business/Maps Reviews

Basic Avatar



Name: Sami

Background Details

- A guy who lives in Tunisia , got well established last year and decided to buy his own house with his wife and kids and live his freedom. He started asking his friends about the best seller in his country. He looked up on facebook(the most used app for him). He did not find any good hooking ad that makes him comfortable to buy. He still asks his friends to look with him every day.

Day in the life:

- Wakes up in the morning in his small apartment beside his wife, wash his face and about to go to work. And always thinking of his new/modern house Finish his work and come back home , his wife and kids are happy in their small apartment

Content Ideas: (reels/videos/ads)

<https://www.instagram.com/reel/C5oaSAnyhv5/>

https://web.facebook.com/ads/library/?active_status=active&ad_type=all&country=ALL&view_all_page_id=7129388593&search_type=page&media_type=all

ADs: Facebook % off

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Notre équipe dévouée est là pour vous aider à trouver la propriété idéale qui répond à tous vos besoins.❤️

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