

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: car shop/ new and refurbished

Business Objective: getting attention

Funnel: paid ads via FB

WINNER'S WRITING PROCESS

1. Who am I talking to?

- People that need a new car.
- People that don't have enough money for a new car, but need one.(leasing)
- People that want a car, but not a new one

2. Where are they now?

- Scrolling on facebook/instagram
- Current levels:
 - Desire: 3/10, they maybe want a car, but don't have the money for it.(Not necessarily searching for one.)
 - Belief in the idea that the cars work: 5/10, normally
- Current state:
 - Need a car, but don't have the money (too expensive)
 - Frustration

- Don't have a vehicle, so no transport or...
- pfff A used car (doubting if it will work fine)
- First car? Not knowing what to expect from the whole process.
- Dream state:
 - Very nice service
 - The cars work very good
 - Good maintenance check
 - Affordable
 - Relief, because they don't have to search anymore for a car
 - Good explanation of the car
 - Fast process

3. What do I want them to do?

- To stop scrolling
- I want them to read the ad
- To click on it, hoping they will book an appointment or buy a car

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- Stop scrolling and read ad
 - Picture of a shiny car (license plate has their logo on it)
 - Color of illustration matches the logo
 - Large stock of cars
 - Dream state: showing a perfectly working car
 - Good price, good help (24/7 service)
- Click the link to purchase a car or to get help
 - Immediately available!(link)-> higher desire, pushing dream state of getting it NOW
 - "Looking for your dream car at Cardoen? Discover our stock of new models and certified second-hand cars now!" ->pushing dream state
 - choose from our wide range of cars -> higher trust, that you will find the car you like

DRAFT



choose from our wide range of cars
new and refurbished cars.

Watch our stock!

Auto
Scout24

body text:

Looking for your dream car, for a sharp price?

Discover our wide range of cars.

Whether you are looking for a new or refurbished car, you will always find a deal that suits you!

