

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Titan Auto Coating

Business Objective: Generate More Steady Leads

Funnel: Google Ads

Goal: Bring in steady business from his current 10-15 on the high end to 25 consistent new customers per month so he is able to higher on 2 new guys

(My client is currently running FB ads and getting on average 12 customers

Would you recommend now that I know how the testing period works to start a new campaign and apply everything I know about using phrase matches FROM THE BEGINNING and not changing anything about the ad?

I would do that, but let me tell you a key insight.

1. I would start a new campaign.

2. I've ran a google ceramic coating campaign in the past and what I will tell you is that this

service is 100% more impulse-driven than high-intent. In other words, most people get ceramic coating based on facebook, not so much google. Relating it back to your situation, that's probably why your client has such good results on facebook. Does that make sense?

What country are you based in if you don't mind me asking.

Okay cool, so I'm based in the UK and the problem I found with ceramic coating is that it's more facebook/impulse driven rather than active intent. Does this make sense? I don't know how it is in Kansas, may be completely different.

Unfortunately yes, when I used the Core-AI tool it assured me that Google ads for a local Business like this would be the best for this client, since he is already running FB ads and is looking to add another 7- 10 clients a month what should I do?

Try another google ads campaign or attempt to optimize his current FB ads?

First thing, you need to be careful with AI - what did your CIA say? My CIA said instagram story for detailing, which is in line with the buyers journey.

-Product cost \$1,700-\$2,200 at a 60% profit margin

-Currently running 11 facebook ads through a agency that cost him \$2,500 to run and from these ads he is getting about 12- 15 new customers and he is looking to add about 5-10 more every month

GOOGLE ADS CAMPAIGN

1)Who am I talking to?

1. Age 30-65

2. Price might not matter as much sense it is pretty standard across the board for this product / service
3. People with slightly newer vehicles from what the client states
4. People looking keep their investment nice and secure

1. Where are they now?

2. Scrolling and or have previously bought in the past
3. They could if they had the right information and or offer presented but no necessarily searching for this particular service
4. Owns a truck, sports car, or luxury vehicle
5. See's the car as a **status symbol**
6. Obsessed with a clean, shiny exterior
7. Living in Kansas City and KCMO area
8. Wants to protect paint from chips, scratches, and UV
9. Cares how the car looks at work/events and or on a daily basis driving around
10. Likes the "wow factor" after a pro detail

11. What do I want them to do?

- 1) " I'm not thinking about my car's condition "
- 2) Consumer is unaware or ignoring how dirty their car is or that protection like ceramic coating even exists
- 3) Everyday life, Instagram scroll, YouTube car videos, TikTok, friends talking about detailing then seeing an offer that catches their eye which may lead them to looking for a price tag and or location

Possibility 2

- 1) “ I need to get my car detailed or protected — but where do I go?”
- 2) Consumer begins actively searching options
- 3) Marketing Opportunities:
 - Google Maps SEO + Reviews strategy
 - Website optimization with clear call-to-action
 - Retargeting ads for people who hit landing page but didn't book
 - Email/SMS nurture for leads who downloaded free guide

DREAM STATE

1. Wanting to keep their new car and or sports car protected
2. Easy to read, clear instructions
3. Reliability and safety
4. I want people to *notice* my car.”
5. feel like I made a smart, premium decision.”
6. I want to protect my investment without lifting a finger.”
7. I want my vehicle to stay looking as good as the day I bought it.”
8. convenience, prestige, and peace of mind.

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

1. Previous customers passed experience, and or the final product with a before / after

2. When the customer/ client is watching the ad I need them to not feel overwhelmed with information, they need a call the number and a free quote, along with seeing the after results and looking to feel as though the vehicle that they are in, new or used keeps the same status and feeling they get from when they originally purchased

DRAFT

(CHAT-GPT RECOMMENDED)

Google Reviews Acceleration & Local SEO Trust Boost

Goal: Move from 7th to Top 3 in Google Maps by adding 50+ reviews in 30 days using SMS/email automation and review incentives.

Why it Works: Local search drives warm leads. Closing the review gap (22 → 80+) = huge trust boost and ranking lift.

Deliverables:

- Set up SMS/email review campaign system
- Integrate with CRM or booking system
- Train client on review ask process
- Write copy for text/email follow-ups

Price: \$750

Ad Funnel Optimization: Lead Magnet & Follow-up

Goal: Capture and convert more leads from the existing ad spend by adding a free “Detailing Checklist” lead magnet, automated follow-up, and retargeting strategy.

Why it Works: If competitors aren't doing this, you'll own the funnel game. Lead magnets help collect info and warm up leads.

Deliverables:

- **Create 1 freebie (PDF or quiz-style lead magnet)**
- **Landing page and form setup**
- **Email/SMS follow-up flow for booking**
- **Facebook retargeting audience setup**

Price: \$1,250

ALL IMAGES LISTED BELOW

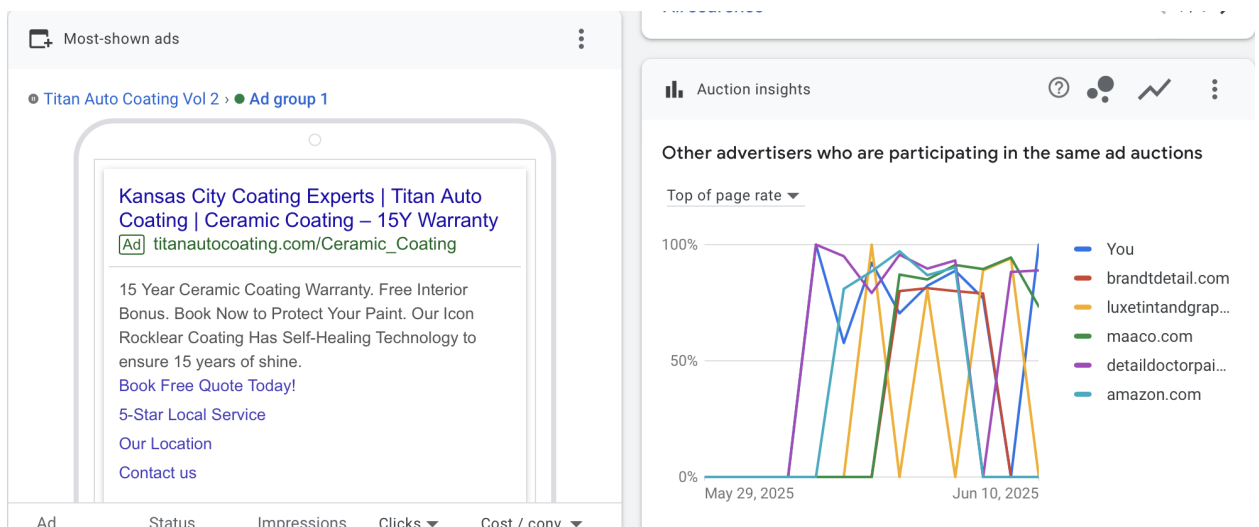
Here is the ad itself and screenshots. I just need to know what I have done wrong and why my ad is not performing as well as it could be...

Average CPC is \$4.5

Cost per day is \$50

5 cities near me are chosen for search results

All keywords | Negative Keywords and headlines below



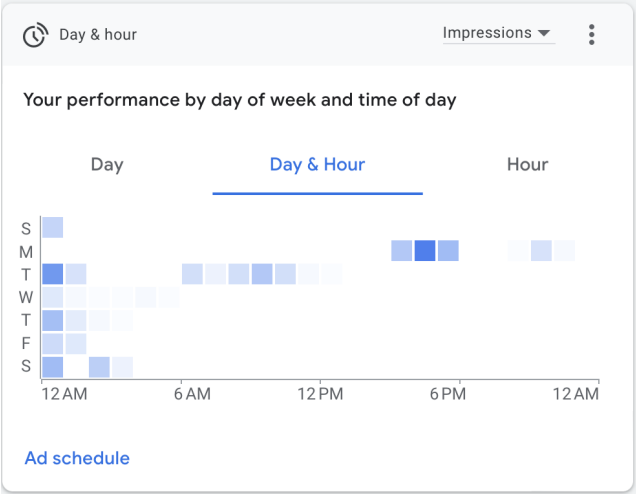
☐ Search term	Match type	Added/Excluded	Campaign	Ad group	Clicks	↓ Impr.	CTR	Avg. CPC	Cost	Campaign type
☐ auto detailing	Broad match	None	Titan Auto Coating Vol 2	Ad group 1	0	38	0.00%	—	\$0.00	Search
☐ detailing near me	Broad match	Excluded	Titan Auto Coating Vol 2	Ad group 1	1	13	7.69%	\$6.03	\$6.03	Search
☐ ceramic coating kansas city	Exact match	Added	Titan Auto Coating Vol 2	Ad group 1	1	12	8.33%	\$3.26	\$3.26	Search
☐ ceramic coating near me	Exact match	Added	Titan Auto Coating Vol 2	Ad group 1	3	9	33.33%	\$2.83	\$8.50	Search
☐ ceramic coating	Exact match	Added	Titan Auto Coating Vol 2	Ad group 1	0	7	0.00%	—	\$0.00	Search
☐ ceramic coating car	Exact match	Added	Titan Auto Coating Vol 2	Ad group 1	0	7	0.00%	—	\$0.00	Search
☐ car wrap near me	Broad match	None	Titan Auto Coating Vol 2	Ad group 1	1	6	16.67%	\$2.13	\$2.13	Search
☐ painting plastic auto trim	Broad match	None	Titan Auto Coating Vol 2	Ad group 1	0	5	0.00%	—	\$0.00	Search
☐ apply ceramic coating	Broad match	None	Titan Auto Coating Vol 2	Ad group 1	0	4	0.00%	—	\$0.00	Search
☐ car tint near me	Broad match	None	Titan Auto Coating Vol 2	Ad group 1	0	4	0.00%	—	\$0.00	Search

Optimization score

64.1%

Your optimization score ⓘ
Increase your score by applying the recommendations in these campaigns

[All recommendations](#)



Clicks ▾
187

Impressions ▾
19.5K

Avg. CPC ▾
\$4.83

Cost ▾
\$903

