



Market Research

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Target Audience: Ultra-Affluent Subset

- **Gender:** 70% Men & 20% women
- **Age Range:** 50-58
- **Occupation:** Tech, Retail, Energy, Fashion, etc... Fortune 1000 CEOs, Hollywood celebrities, executives and professional athletes. Have built up and sold businesses or taken their business public
- **Income Level:** \$350k yearly with a \$10-\$25M net worth
- **Geographic Location:** Teton, Wyoming - New York, New York - Fairfield, Connecticut - La Salle, Texas - Pitkin, Colorado, McKenzie, North Dakota - Shackelford, Texas - Westchester, New York - Collier, Florida - Union, South Dakota.
- **Lifestyle Preferences:** it's reported that they spend \$30k on wine and alcoholic beverages, \$150k at hotels and resorts, \$115k on clothes and accessories, \$250k on jewelry and \$500k on home improvements and furnishing. 71% of the ultra rich got there through grit, ambition, initiative, drive, ingenuity, hard work and entrepreneurship. So thinking of them as the lucky sperm with silver spoon plating is a big mistake. They don't like handouts.

Painful Current State

- **What are they afraid of?**
 - **Waste of time**
 - **No efficiency**
 - **Lack of competence**
 - **No convenience of provision**
- **What are they angry about? Who are they angry at?**
 - Angry about taxes
 - Angry with incompetent businesses
 - Angry with their wives
 - Angry about Mumbo jumbo legalities and unexplainable procedures
- **What are their top daily frustrations?**
 - Loss of money
 - Loss of power
 - Loss of status
 - Loss of security

They live with an underlying anxiety that no amount of wealth will ever cure. as a result they spend a lot of money on symbolic validation of their success.
- **What are they embarrassed about?**
 - No respect
 - No approval
 - No recognition
 - All from the peers they do business with, specifically
 - Some from the world
 - And some from peers in general

- **How does dealing with their problems make them feel about themselves?**
 - They feel competent around their peers
 - They feel powerful attacking their problems.
 - They feel hopeful, seeking for solutions.
 - They are positive about new beginnings with the right people.
- **What do other people in their world think about them as a result of these problems?**
 - People think they are wise
 - People are amazed about their ease to go through their problems
 - People question if they truly have problems
 - People admire them
 - People envy them because of the magnitude of the problem they have.
- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?**
 - “Man, you know what drives me insane? The sheer incompetence. I don’t mind paying top dollar—I expect to. But if I’m shelling out, I want seamless service, efficiency, and people who know their game inside out. Instead, I get runarounds, red tape, and half-baked solutions from people who don’t even understand the clientele they’re dealing with.”

“I’ve been looking at places—somewhere to unplug, but still be surrounded by the right kind of people. I want luxury, sure, but I don’t want the headache that comes with it. I don’t want a ‘vacation home’ that becomes another job. I want something that works for me—appreciates in value, easy to maintain, and gets rented out when I’m not there without me lifting a damn finger.”

“And taxes. Jesus. If I could just park my money somewhere that wasn’t leaking out to Uncle Sam every damn quarter, I’d be set. I need a place that lets me breathe, makes financial sense, and doesn’t have me dealing with a bunch of ‘luxury’ agents who think I need to be convinced to buy something I already want.”

“It’s not about the price, it’s about the time. I don’t have time to waste on amateurs. I need a team that gets it. No fluff, no BS. Just show me the numbers, handle the logistics, and make it worth my while. If I wanted a headache, I’d go buy another business, not a villa.”

- **What is keeping them from solving their problems now?**
 - Lack of efficiency from the businesses serving them
 - Lack of competence and authority from the businesses serving them
 - Lack of tangible actionable information that speaks to their desires from companies serving them
 - Opportunity cost and having endless opportunities, why solve this “problem” with “Me” rather than another company
 - The problem is they don’t have a place to escape their reality and live amongst high net worth individuals while enjoying their hard earned money by themselves or their families.

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?

- It'll look like them being the #1 men in the world are loved by all women and it'll feel like they have the power to speak words into existence and shift reality. It's always a status competition for men and they want to be first. Having a villa is going get them closer to this "ideal" version of themselves that has a luxury villa retreat in paradise to serve them as a symbolic purchase of their success.

- **Who do they want to impress?**

- They want to impress women
- They want to impress other business men in their economic group to prove that they are above them.
- They want to impress their families with the latest most expensive purchases.
- Peers in their economic level. They want to have more than the men beside them.

- **How would they feel about themselves if they were living in their dream state?**

- They'll feel dominant. Having dominance is the most important feeling for affluent men.
- They'll feel unsatisfied and wanting even more power to maintain their position
- They'll feel important, because people care for what they say now that they accomplished [dream state]. Or at least people care more.

- **What do they secretly desire most?**

- Dominance
- Recognition
- Positive Praise
- Women begging for their children
- Being #1 in every competition
 - Bigger yachts
 - Bigger jets
 - More money
 - More fame
 - More power
 - More hot baby mommas

- **If they were to describe their dreams and desires to a friend over dinner, what would they say?**

- *"You know what winning looks like? Owning the kind of place that speaks before I do. When people hear where I have property, they know exactly what kind of man I am—one who's made it, one who doesn't settle, one who plays at the highest level."*

"I don't need another investment—I need a statement. A villa in paradise, where I can land my jet, host the kind of nights people talk about for years, and wake up to the sound of waves knowing I'm exactly where I'm supposed to be. It's not just a home; it's proof that I won."

"Every guy in my circle has a penthouse in the city. Big deal. I want something rarer, something exclusive. A place where deals happen over cigars on the terrace, where the right people come to escape, and where every woman who steps foot in it knows she's entered a different world. My world."

"It's not even about the price—who cares about that? It's about the power move. It's about showing up to the next event and mentioning, in passing, that I own a retreat in the Dominican Republic. Watch how they react. Watch who suddenly starts listening when I speak."

"And let's be real, man—when was the last time you actually enjoyed your wealth? You spend your life stacking wins, but what's the point if you're just locked in the same cycle? I want a place where I can step out, barefoot, whiskey in hand, knowing I own this moment, this view, this piece of the world. That's what's next."

Values, Beliefs, and Tribal Affiliations

- **What do they currently believe is true about themselves and the problems they face?**
 - They believe that they need to finally enjoy their hard earned money
 - They believe that time and health is infinitely more important than money
 - They believe that their problem can be solved easily but they need to find the right “guy”
 - They believe they need to keep improving and investing in themselves to have a better, more enjoyable life.
 -
- **Who do they blame for their current problems and frustrations?**
 - Time
 - Themselves
 - Past decisions
 - Wives
 - Bad business partner
 - Incompetent business
- **Have they tried to solve the problem before and failed? Why do they think they failed in the past?**
 - They think they failed because of unnecessary legal hassle and lack of guidance + information
 - They think they failed because the business was incompetent and couldn't handle logistics easily.
- **How do they evaluate and decide if a solution is going to work or not?**
 - No BS approach
 - Showing competence through words | “They get it”
 - Being bold with the process and showing transparency
 - When people in their same economic level are talking about the solution as a good thing they can't afford to have. (They want to compete and have it)
- **What figures or brands in the industry do they respect and why?**
 - Trump, because he's the president, he's bold, he's self made and he's honorable.
 - Elon Musk
 - Jeff Bezos
 - Andrew Tate
 -
- **What character traits do they value in themselves and others?**
 - Boldness
 - Proactiveness
 - Hard working
 - Positive
 - Solution driven
 - Efficient
 - Respectful

- Being recognized
- **What character traits do they despise in themselves and others?**
 - Incompetence
 - Lazy
 - Disrespectful
 - Childish
 - Not understanding money and “The rich lifestyle”
- **What trends in the market are they aware of? What do they think about these trends?**
 - They are aware of crypto, they think it’s not stable
 - They are aware of real estate investing and they believe in long term investments
 - They are aware of the economic bubble and how having cash is just depreciation and they want to outcompete inflation.
- **What “tribes” are they a part of? How do they signal and gain status in those tribes?**
 - They are part of the ultra-affluent tribe
 - Part of the yachting tribe
 - Part of the millionaires club
 - They signal status by being famous
 - By having limited “toys” 1/100
 - By having the most expensive thing
 - By having access to places others in their same economic level don’t have.
 - By knowing highly important people others in their economic level don’t know.

Any marketer who finds ways to convey comparative and competitive status to his affluent male customers and clients has advantage.

Irrational, affluent buyers of the slight edge. They buy anything no matter the price that guarantees they have a competitive edge over their peers in a specific activity / environment.

It’s never about having a toy, it’s always about having a toy others don’t have, can’t have and won’t have because it’s limited or it’s the newest, biggest, most expensive “toy”.

“Once we face the fact that we have more days behind us than ahead of us, our lives and lifestyles move into a new phase. Spending on themselves, their homes, their lifestyle and their families. What they used to dream of becoming a reality.

Basic Avatar:

Current State



Dream State



Name: Lucas Woods

Gender: Male

Age Range: 58

Occupation: Clean Sustainable Energy - Solar Panel Industry

Income Level: \$300k/year - \$25M Net Worth

Geographic Location: La Salle, Texas

Lifestyle Preferences:

- Traveling is his hobby but he's constantly working on his business, so it's not frequently that Lucas travels for entertainment purposes rather than business opportunities.

- Works and lives for his company, has a strong bond and is not going to sell his company and is constantly improving logistics and client acquisition.
- Only travels first class or private, through his network.
- Cigar enthusiast, likes everything about the process and their history
- Invests in safe, long term assets. Bonds, Real Estate, Other Small Businesses and his Cigars
- Likes to live under the radar, prefers to go unnoticed while living the luxury life.
- Actively improving his health / physique, investing in himself.
- Values tranquility and his personal space, where he builds.
- Likes reading physical books and taking notes with pen and paper.
- Is constantly learning and staying up to date with technology, to the best of his abilities.

Technology Use:

- Uses his phone and his laptop the most.
 - Google
 - X
 - My Fitness Pal
 - Quickbooks
 - Gmail
- Understands industrial machines, due to his solar company.
- Uses AI to improve his competitive edge.

Decision-Making Process:

- Values transparent processes and efficient logistics.
- Values competency by peer approval.
- Product / service has to be exactly what he's looking for
- Needs valuable practical / actionable information to move forward.
- Values premium experiences for the affluent

Background Details:

- Divorced, with two teenage children who spend part of the year with him.
- His dad used to own gas stations.
- Has family in the caribbean and visits 2-3 times per year.
- Wanted to be an architect when he was 9 years old
 - Liked to destroy and put things back together
- Loves comfort when it's earned
- Takes pride in spending money because his dad never spent a dime.
- Made his first million dollars when he was 38 years old.
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Current State

- Business responsibilities as constantly bombarding him

- Wants to buy a retirement villa but everyone is making it impossible for him to purchase because of legalities, hidden fees and no connection to his dreams
- His environment is chaotic because of the speed in which his business is moving.
- He has to surround himself with low status people in his business, creating conflict with his ego.
- Has no time to enjoy his cigars, traveling and books, because even if he does this things the purpose behind them is not what he intends, which is pure escape from reality.

Dream State

- Has his retirement villa and brings the family there 2-3 times per year, while he uses the villa to escape the business world and read books while smoking cigars.
- Growing his net-worth from \$25M to \$100M, moving him to the next echelon of finance.
- Being the owner of the best villa in paradise to show off to his network and gain the highest status of his “economic echelon”

Answer This Questions:

What apps do they use for work and why?

- QuickBooks – For managing business finances, expenses, and payroll efficiently.
- Slack – For communication with his executive team and operations managers.
- Zoom – For meetings with investors, suppliers, and partners.
- LinkedIn Premium – To network with other high-level executives and industry leaders.
- Google Drive/Docs/Sheets – For organizing important documents, project tracking, and collaboration.
- Salesforce – To track sales, client relationships, and CRM data.
- X (Twitter) – To stay updated on energy trends, business news, and connect with thought leaders.
- Google Analytics – To track his company’s online performance and digital strategy.
- Monday.com – For project and logistics management in his business.
- AI tools (ChatGPT, Claude, Midjourney, Gemini AI) – To gain business insights, automate responses, and analyze market trends.

What apps do they use for personal stuff and why?

- NetJets – To book private jets for travel.
- Rolex App – To browse, track, and manage luxury timepieces.
- Cigar Scanner – To track and review cigars, keeping his collection organized.
- Google News & Bloomberg – To stay on top of stock markets and economic trends.
- MyFitnessPal – Tracks his nutrition and fitness as he actively invests in his health.
- Apple Music / Spotify (Premium) – For exclusive music libraries while traveling or at home.
- Wealthfront / Fidelity – For tracking investment portfolios.
- X (Twitter) – Engages with high-level investors and business minds.

- Clubhouse – Occasionally used for listening to high-level discussions.
- Peloton App – Keeps up with his personal fitness at home.

What URLs/sites do they visit at work and why?

- Bloomberg.com – Tracks market trends, investments, and industry news.
- FinancialTimes.com – Reads in-depth financial analyses.
- Forbes.com – Keeps up with wealth management and leadership insights.
- TechCrunch.com – Stays updated on emerging tech markets.
- BusinessInsider.com – Reads about business trends, deals, and market moves.
- NREL.gov – For industry-specific information on sustainable energy.
- Tesla.com – Watches developments in the clean energy sector.
- YPO.org – Young Presidents' Organization for networking.
- LinkedIn.com – Connects with professionals in his field.
- Investor.gov – Occasionally checks SEC filings and reports.

What URLs/sites do they visit at home and why?

- Patek.com / Rolex.com – Luxury watches and investments.
- SothebysRealty.com – To look at luxury real estate globally.
- CigarAficionado.com – To read about the best cigars, pairings, and recommendations.
- RobbReport.com – For high-net-worth lifestyle insights.
- PrivateIslandsOnline.com – To explore potential real estate investments in ultra-exclusive locations.
- GQ.com – Occasionally browses fashion and lifestyle articles.
- Hodinkee.com – Luxury watch blogs and insights.
- StratosJets.com – For private jet rentals.
- YachtWorld.com – For browsing high-end yachts.
- Forbes.com/Lifestyle – Focused on wealth, exclusivity, and status.

What URLs/sites do they visit seasonally (Christmas, etc.) and why?

- Net-A-Porter.com – Buys high-end gifts for family.
- NeimanMarcus.com – Luxury fashion and accessories.
- FourSeasons.com – Books elite vacations during the holidays.
- AspenLuxuryRentals.com – Considers luxury ski lodges for winter getaways.
- TheRake.com – Classic, tailored menswear and gifts.
- BentleyMotors.com – May consider upgrading his vehicle.
- JohnnieWalker.com – Special whiskey editions for gifting.
- Cartier.com – For jewelry gifts for close family members.
- CigarAficionado.com – Orders seasonal premium cigar collections.
- Booking.com/Luxury – Occasionally books exclusive getaways.

What information are they searching for and why?

- Luxury real estate tax benefits – Looking for ways to optimize his purchases financially.
- Best retirement locations for high-net-worth individuals – To plan his escape.

- Off-market ultra-luxury properties – He wants exclusivity and scarcity.
- Investment property trends in the Caribbean – Evaluating future appreciation potential.
- Best cigars for collectors – Enhancing his cigar collection.
- Yachting communities in the Dominican Republic – He values being part of elite circles.
- Jet rental services for business leaders – Ensures seamless travel.
- Legalities of foreign property ownership – Avoiding complications.
- Luxury home automation – Prefers properties with smart-home features.
- Wealth management strategies – Seeks long-term financial growth.

Who are their competitors and what are their web addresses and why?

- Samana Group (samana-group.net) – Other real estate agencies catering to the ultra-wealthy.
- Sotheby's Realty (sothebysrealty.com) – The global leader in high-end properties.
- Christie's International Real Estate (christiesrealestate.com) – Another elite property source.
- Luxury Retreats (luxuryretreats.com) – Competing vacation home rental network.
- NetJets (netjets.com) – He might already use this but could also compete with others in jet ownership.
- Wealthfront (wealthfront.com) – Automated high-end wealth management.
- Private Islands Inc. (privateislandsinc.com) – He's looking for status properties, and island ownership is a competitor.
- Cigar Aficionado (cigaraficionado.com) – His personal luxury niche, a status competitor.
- YachtWorld (yachtworld.com) – A potential competitor for leisure investment.
- St. Barts Villas (stbarth.com) – Competing Caribbean luxury villa market.

What causes do they support and why?

- Conservation International – Supports sustainable initiatives in energy and real estate.
- Wounded Warrior Project – Many ultra-wealthy men support veterans.
- Billionaire's Pledge (Giving Pledge) – May align with long-term philanthropy goals.
- National Rifle Association (NRA) – Many from Texas support gun rights.
- Environmental Defense Fund – Given his clean energy background, he supports green causes.
- Art Basel – Supports art institutions and modern creativity.
- Red Cross – A standard high-net-worth charity contribution.
- UNICEF – Standard elite philanthropy move.
- Luxury Brand Foundations (Rolex, Cartier Philanthropy) – Funds brand-backed initiatives.
- Local Entrepreneurial Incubators – Supports small businesses.

What causes do they oppose and why?

- High Corporate Tax Initiatives – Actively against taxation that cuts into his wealth.
- Government Overreach in Business – Prefers deregulated markets.

- Overpriced Greenwashing Projects – Values sustainability but dislikes wasteful execution.
- Crypto & Meme Stocks – Sees them as unstable, unserious investments.
- Luxury Real Estate Scams – Hates incompetence and misleading business practices.
- “Tax the Rich” Campaigns – Opposes narratives that target his wealth.
- Mainstream Media Narratives Against the Wealthy – Prefers independent journalism.
- Socialist Policies – Strongly favors capitalistic growth.
- Generic Real Estate Agents – Wants elite, competence-driven solutions.
- Low-Status Consumer Culture – Prefers premium and ultra-exclusive markets.

Who do they look up to and why?

- Elon Musk – Because of bold innovation and wealth-building strategies.
- Warren Buffett – For investment wisdom and legacy-building.
- Andrew Tate – For dominance, lifestyle control, and masculinity.
- Donald Trump – For business acumen and real estate power moves.
- Ray Dalio – For wealth preservation and strategy.
- Arnold Schwarzenegger – Discipline, strength, and reinvention.
- Robert Kiyosaki – Real estate investment and wealth philosophy.
- Jeff Bezos – Market dominance and calculated decision-making.
- Cigar Aficionado Icons – Part of his personal luxury culture.
- Elite Private Investors – Those who have built extreme generational wealth.

What do they fear and why?

- Losing status – More than money, status is everything.
- Wasting time – The ultimate limited resource.
- Making a bad investment – Hates incompetence and missteps.
- Being scammed – He demands transparency.
- Not being in control – Needs to dominate his decisions

Xiao Ping's Insights

Luxury Real Estate Target Market Analysis:

Tailoring your messages more towards investors and high profile customers rather than the general public.

▶ Property Acquisition in Mauritius — FAQ's like this can be answered through blogs, SM posts, and emails to your list.

▶ Serving Luxury Clients - Park Lane Properties Mauritius

- They value their time very much. They don't want people to waste their time by showing them something they do not want.
- They have desires like - retirement, family, lifestyle.
- They are buying in foreign land.
It's not the easiest thing for them to do, given that they are about to exchange their effort they put in the past to provide value, into a new home.

They do not want to make a wrong choice.

- They are looking for a good life.
They want to know the neighbourhood.

The doctors, the malls, the shops, the great places to eat, their personal preferences.

"What are some of the things you are passionate about (cars, movies, wine, cigars, golf, tennis, padel, etc...) → Where are you looking to invest in Mauritius? → Recommend them places based on their interests.)

- Well advised decision. You are there to assist them in making the right decision. You are a professional, and you need to be their wizard. Help them in their hero's journey.

Every high end sale is them going through the hero's journey:

They get their call to adventure; they face a challenge; you are the wizard that shows them the way; they hit the abyss, and you help them through it with your guidance; they make a brave choice; they come out victorious and love the decision; and they are back to the known.

- The high end sales are going to take 6 months, 12 months, 2 years... As much time as it needs.

Marketing helps to keep you as a familiar face in their world.
Constant value being provided.

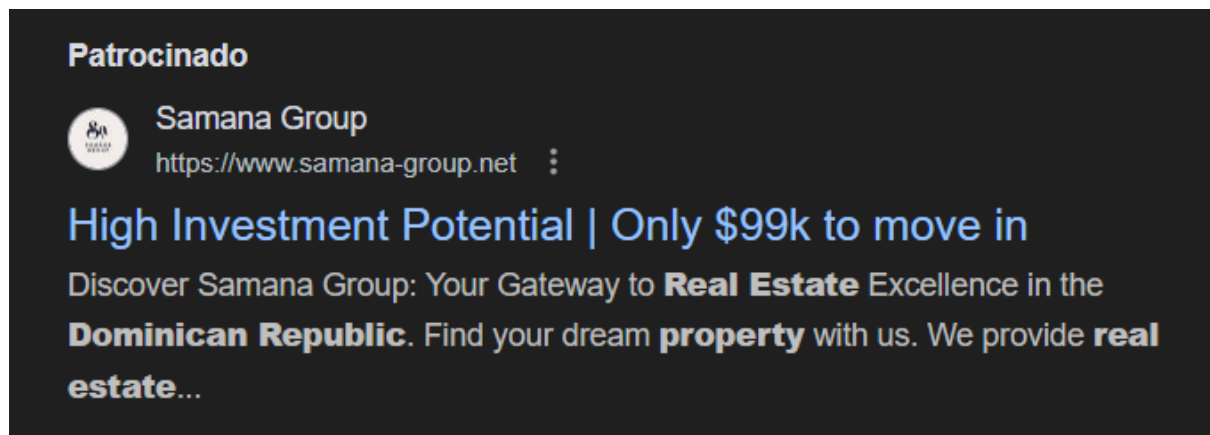
VALUE.

- It's relationship building. They want to see that you are going to take care of them, and are going to be their friend.

- Showing that you listen and advise property based on their needs, rather than trying really hard just to make money for yourself.
- Explaining the procedures and laws that Mauritius has in terms of buying a property in Mauritius.



Analysis of Samana Group's Google Search Ad



Website

Analyzing Samana Group's website, several headline and content formulas emerge that effectively engage their target audience:

1. Emphasizing Unique Selling Propositions (USPs):

- **Formula:** "Experience [Unique Feature] in [Location]"
- **Example:** "We build private towns where you live healthy and happy."
- **My Copy:** "We hand-pick the most exclusive spots in Las Terrenas for you to escape from all the business hassle"

2. Highlighting Investment Opportunities:

- **Formula:** "Discover [Project Name] – Your [Benefit] in [Location]"
- **Example:** "Nomad City - Your Future in Samana"
- **My Copy:** "Paradiso Terrenas – Your Secret Spot in Samana."

3. Showcasing Project Features:

- **Formula:** "Explore [Project Name] – [Key Features]"
- **Example:** "Nomad City – Eco-friendly design, Community focused living, Strategic location, High investment potential"
- **My Copy:** "Paradiso Terrenas – 1 of 1 Design, High-class Living, Untapped Location, and No Weird Neighbors."

4. Inviting Audience Engagement:

- **Formula:** "Dive into [Project Name] with [Interactive Feature]"
- **Example:** "Explore Nomad City! Dive into the heart of Nomad City with our interactive masterplan."

- **My copy:** "Experience Paradiso Terrenas – Peak into the hidden benefits waiting for you with our VIP Files"



WWP Luxury Real Estate

WWP Luxury Real Estate | Las Terrenas, Dominican Republic

Google Ads + Landing Page + Follow-Up

Business Type:

Luxury Real Estate Agency specializing in exclusive beachfront villas in Las Terrenas, Dominican Republic.

Business Objective:

Selling 3 luxury villas in “Las Terrenas”.

Funnel:

- **Google Ads Search Campaign:** Use objectively beautiful images and enticing bold headlines to catch my target audience attention, tailor the copy to the lifestyle they’re looking for while keeping the keyword game strong.
 - **Landing Page:** Engaging content that highlights luxury living and exclusivity.
 - **Call With Expert:** They’ll schedule a call with an expert to know more about Samna and also look into the properties available for their retreat.
-

1. Who am I talking to?



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- BusinessInsider.com – Reads about business trends, deals, and market moves.
- NREL.gov – For industry-specific information on sustainable energy.
- Tesla.com – Watches developments in the clean energy sector.
- YPO.org – Young Presidents' Organization for networking.
- LinkedIn.com – Connects with professionals in his field.
- Investor.gov – Occasionally checks SEC filings and reports.

What URLs/sites do they visit at home and why?

- Patek.com / Rolex.com – Luxury watches and investments.
- SothebysRealty.com – To look at luxury real estate globally.
- CigarAficionado.com – To read about the best cigars, pairings, and recommendations.
- RobbReport.com – For high-net-worth lifestyle insights.
- PrivateIslandsOnline.com – To explore potential real estate investments in ultra-exclusive locations.
- GQ.com – Occasionally browses fashion and lifestyle articles.
- Hodinkee.com – Luxury watch blogs and insights.
- StratosJets.com – For private jet rentals.
- YachtWorld.com – For browsing high-end yachts.
- Forbes.com/Lifestyle – Focused on wealth, exclusivity, and status.

What URLs/sites do they visit seasonally (Christmas, etc.) and why?

- Net-A-Porter.com – Buys high-end gifts for family.
- NeimanMarcus.com – Luxury fashion and accessories.
- FourSeasons.com – Books elite vacations during the holidays.
- AspenLuxuryRentals.com – Considers luxury ski lodges for winter getaways.
- TheRake.com – Classic, tailored menswear and gifts.
- BentleyMotors.com – May consider upgrading his vehicle.
- JohnnieWalker.com – Special whiskey editions for gifting.
- Cartier.com – For jewelry gifts for close family members.
- CigarAficionado.com – Orders seasonal premium cigar collections.
- Booking.com/Luxury – Occasionally books exclusive getaways.

What information are they searching for and why?

- Luxury real estate tax benefits – Looking for ways to optimize his purchases financially.
- Best retirement locations for high-net-worth individuals – To plan his escape.
- Off-market ultra-luxury properties – He wants exclusivity and scarcity.
- Investment property trends in the Caribbean – Evaluating future appreciation potential.
- Best cigars for collectors – Enhancing his cigar collection.
- Yachting communities in the Dominican Republic – He values being part of elite circles.
- Jet rental services for business leaders – Ensures seamless travel.
- Legalities of foreign property ownership – Avoiding complications.
- Luxury home automation – Prefers properties with smart-home features.
- Wealth management strategies – Seeks long-term financial growth.

Who are their competitors and what are their web addresses and why?

- Samana Group (samana-group.net) – Other real estate agencies catering to the ultra-wealthy.
- Sotheby's Realty (sothebysrealty.com) – The global leader in high-end properties.
- Christie's International Real Estate (christiesrealestate.com) – Another elite property source.
- Luxury Retreats (luxuryretreats.com) – Competing vacation home rental network.
- NetJets (netjets.com) – He might already use this but could also compete with others in jet ownership.
- Wealthfront (wealthfront.com) – Automated high-end wealth management.
- Private Islands Inc. (privateislandsinc.com) – He's looking for status properties, and island ownership is a competitor.
- Cigar Aficionado (cigaraficionado.com) – His personal luxury niche, a status competitor.
- YachtWorld (yachtworld.com) – A potential competitor for leisure investment.
- St. Barts Villas (stbarth.com) – Competing Caribbean luxury villa market.

What causes do they support and why?

- Conservation International – Supports sustainable initiatives in energy and real estate.
- Wounded Warrior Project – Many ultra-wealthy men support veterans.
- Billionaire's Pledge (Giving Pledge) – May align with long-term philanthropy goals.
- National Rifle Association (NRA) – Many from Texas support gun rights.
- Environmental Defense Fund – Given his clean energy background, he supports green causes.
- Art Basel – Supports art institutions and modern creativity.
- Red Cross – A standard high-net-worth charity contribution.
- UNICEF – Standard elite philanthropy move.
- Luxury Brand Foundations (Rolex, Cartier Philanthropy) – Funds brand-backed initiatives.
- Local Entrepreneurial Incubators – Supports small businesses.

What causes do they oppose and why?

- High Corporate Tax Initiatives – Actively against taxation that cuts into his wealth.
- Government Overreach in Business – Prefers deregulated markets.
- Overpriced Greenwashing Projects – Values sustainability but dislikes wasteful execution.
- Crypto & Meme Stocks – Sees them as unstable, unserious investments.
- Luxury Real Estate Scams – Hates incompetence and misleading business practices.
- “Tax the Rich” Campaigns – Opposes narratives that target his wealth.
- Mainstream Media Narratives Against the Wealthy – Prefers independent journalism.
- Socialist Policies – Strongly favors capitalistic growth.
- Generic Real Estate Agents – Wants elite, competence-driven solutions.
- Low-Status Consumer Culture – Prefers premium and ultra-exclusive markets.

Who do they look up to and why?

- Elon Musk – Because of bold innovation and wealth-building strategies.
- Warren Buffett – For investment wisdom and legacy-building.
- Andrew Tate – For dominance, lifestyle control, and masculinity.
- Donald Trump – For business acumen and real estate power moves.
- Ray Dalio – For wealth preservation and strategy.
- Arnold Schwarzenegger – Discipline, strength, and reinvention.
- Robert Kiyosaki – Real estate investment and wealth philosophy.
- Jeff Bezos – Market dominance and calculated decision-making.
- Cigar Aficionado Icons – Part of his personal luxury culture.
- Elite Private Investors – Those who have built extreme generational wealth.

What do they fear and why?

- Losing status – More than money, status is everything.
- Wasting time – The ultimate limited resource.
- Making a bad investment – Hates incompetence and missteps.
- Being scammed – He demands transparency.
- Not being in control – Needs to dominate his decisions

2. Where are they now?

- **What are they literally doing right now?**
 - Considering their perfect retreat, but hesitant because it's an important decision.
 - Constantly working on their company and looking for improvements.
 - Researching the best private and luxury places in the world.
 - Looking for a company they can trust because they match the “Ultra-Affluent” vibe
- **Market Awareness:**

- **Level 3:** They are highly aware of their needs and the solutions available but are researching to find the best option for their specific desires, such as location, lifestyle, and property luxury features.
 - Play = Call out their lifestyle and position ourselves as the top player.
- **Market Sophistication:**
 - **Stage 5:** The market is highly sophisticated, with potential buyers well-informed about luxury real estate options. They are looking for unique offerings, such as exclusivity, location, and exceptional service that sets their villas apart from others.
 - Play = Identity play and Creating an experience.
- **Painful Current State:**
 - Chaotic life
 - Incompetent agencies
 - Too much fluff in the RE space
 - Lack of time & tedious paperwork on their way
- **Roadblock:**
 - Regulations when buying a house as a foreigner
 - Lack of capital growth information, data driven stats on the returns they might expect for each project.
 - Too many options (Which one is for me?)
 - “They don’t speak my language there”
 - “What if this is a scam or it doesn’t look like the pictures?”
 - Doesn’t match the lifestyle he’s looking for
- **Solution:**
 - Streamlined process with transparent steps
 - No fluff calls and advice
 - Tailored luxury properties for the affluent buyer
 -
- **Product:**
 - Turnkey procedure
 - Competent agency that matches their lifestyle
 - Samana real estate experts guiding them without wasting their time
 - Exclusive property listings only available with us, tailored for the ultra-affluent buyers
- **Dream State:**
 - Escaping to his beachfront villa and spending time with his cigars and books while letting others take care of the business.
 - Letting his peers know that he has a 1/3 luxury villa in the most exclusive place in the dominican republic, las terrenas
 - Taking his loved ones to see this new luxury villa next to the beach that he bought with his blood and sweat.
 - Spending his hard earned money on himself because he can.
- **Current (Will They Buy?) Levels:**
 - **Is the value I’m going to get worth it? 2/10**
 - The value of the dream state is worth 1000% but there are so many lame options out there that he doesn’t desire any of the properties in the current market because none of them speak to his inner kid..
 - **Do I believe the idea will work? 2/10**

- He believes in the idea of buying a villa and using it as a retreat 2 or 3 times every year, but again... Most agencies are not giving him the villa he's looking for so his belief in buying a villa as a retreat is tainted.
 - **Do I trust the company/person selling this product?** 0/10
 - They don't know my company and they already come with natural trust issues because they have lots of money and they're always with their 6th sense on for scammers and incompetent people
-

3. What do I want them to do?

1. Search for "Dominican Luxury Real Estate" keywords
 2. See my google search ad
 3. Click my google search ad above all other options
 4. Read through my website
 5. Say to themselves "They get it"
 6. Click on my "Book a Call With An Expert" CTA
 7. Schedule their call with our expert
 8. Read our follow-up emails
 9. Attend the call with our expert
 - (Might be unknowns here)
 10. Pay the downpayment for the villa
-

4. What do they need to see/feel/experience to take the action I want them to?

1. **Search for "Dominican Luxury Real Estate" related keywords**
 - a. Match my google search ads with the high-intent keywords the ultra-affluent are searching for.
 - b. Use the feeder campaign to find golden keywords and add them to my exact campaign.
 - c. Use semrush to find the keywords my top player is ranking for and add them to my campaign to test real time results.
2. **See my google search ad**
 - a. Have a 80%+ "top 3 search ranking"
 - b. Have objectively beautiful images of the lifestyle
 - c. Capitalize my copy
 - d. Verify my google ads account and add eye catching logo
3. **Click my google search ad above all other options**
 - a. Speak to their dream state
 - b. Be bold and detailed
 - c. Increase trust on our competence
 - d. Increase desire of the villa by increasing the status of the buyer.
 - i. Only 3 Villas Left

- ii. Buy 1 of the 3 exclusive villas
- e. Qualify the ultra-affluent with pricing on my ads
 - i. Starting at \$600k
 - ii. Luxury Villas at \$600k

4. Read through my website

- a. Show the lifestyle in my hero's section
 - i. Quiet & Private place
 - ii. Tailored for men like them
 - iii. Boost of status because of scarcity
 - iv. Talk directly to their desire (Escaping reality)

5. Say to themselves "They get it"

- a. Have a common enemy (Incompetent brands)
- b. Speak about their hard earned wealth
- c. Show them there's a No Fluff, No Time Wasting, No Hidden Papers Solution
- d. Use bold customer language on my copy
- e. Crack a joke or two that only the affluent can relate to.

6. Click on my "Book a Call With An Expert" CTA

- a. Give them a two-way close, bringing back the enemy and their incompetence, and positioning our expert as the best solution
- b. Have various CTAs across the landing page that lead to the same place.
- c. Give them a logical reason why they should schedule a call, acknowledging their valuable and scarce time.

7. Schedule their call with our expert

- a. Make the qualifying questions conversational and desirable
- b. Showcase a low time duration for the call to decrease barrier
- c. Make it simple to fill in, add "Sticky Contact."
 - i. Full Name
 - ii. Email
 - iii. Phone Number

8. Read our follow-up emails

- a. Call out their names
- b. Call out the dream state
- c. Give them a clear action to take on our thank you page
- d. Make sure our follow-ups don't end in spam
- e. Use DIC SLs that catch their attention
- f. Call them to check if they saw our email and warming up the lead

9. Attend the call with our expert

- a. Give them consistent follow-ups, specially in the last 24 hours
- b. Give them strong reasons why they should attend
 - i. Only 3 villas missing and 7 people are looking to buy
 - ii. This could be your private escape, just join and see if it suits you.
- c. Showcase our USP in our follow-ups
- d. Send them a short video of our expert saying
 - i. "Hey [name], I'm [name] your real estate expert, quick reminder that I'll be waiting on the call you scheduled at [time]. See you there!"

10. Pay the downpayment for the villa

- a. Use SPIN questions in the call to find their true roadblocks
- b. Loop through all of their objections

- c. Make it easy for them to pay
 - i. Stripe
 - ii. Paypal
 - iii. Quick payment link
 - d. Two-way close them on the call
 - e. Bring the problem to the present
 - i. “If you put the downpayment now, you’ll be layed back on a hamaca next to the beach, smoking a cigar by July 4th of 2025.”
-

Resources:

Client Reports:

Hello **{{RealtorName}}**,

We are pleased to inform you that your property, **{{ProjectName}}** in **{{PropertyType}}**, has been shared with a potential client.

The property details, including location, photographs, and unique features, have been sent to our client, **{{ClientName}}**. This information was provided on **{{Date}}** by our real estate advisor, **{{AgentName}}**.

For your reference and security, the last four digits of the client’s contact number are: **{{LastFourDigits}}**.

At **Paradiso Terrenas**, we value your trust and are committed to keeping you informed at every step of the sales and/or rental process for your property. Kindly confirm receipt of this message.

If you have any questions or require further information, please do not hesitate to reach out to us.

Sincerely,
Sales Department
Paradiso Terrenas



Google Ads

Google Ads Search Campaign

Keyword research and selection:

-

Negative Keywords

-

Broad Match:

-

15 Headlines:

4 Descriptions: 

- 1.

Ad Extensions:

- Call extension
- Location extension
- Sitelink extension

Include Images:

- Good images to grab attention

Use pattern interrupt logo (Need to verify clients account)

Use the keyword insertion: {keyword: insert another headline}

Capitalize the beginning of each word in your headlines (and description if you want) for a higher CTR.

Conversion Tracking (Form Submission)

Launch with \$10/day

Step 1: Setting Up & Launching the Feeder Campaign (Keyword Mining)

The goal here is to find winning keywords by casting a wide net, then later refining them into the Exact Match Campaign. Here's how you execute this bulletproof:

BEFORE YOU START – Prerequisites & Setup

To ensure this runs smoothly, you should have the following ready before launching:

Google Ads Account Optimized

Conversion Tracking Set Up

Track lead form submissions, booked calls, or inquiries (not just clicks).

Set up Google Tag Manager (GTM) if needed.

Test conversions before launching (use "Tag Assistant" Chrome extension).

Google Analytics Linked

Enable GA4 tracking for deeper insights on user behavior.

Set up custom events (like scroll depth, page views, engagement).

A/B Testing Capabilities

You should test multiple ads per ad group (we'll cover this later).

Use at least 3 different landing pages tailored to different ad angles.

LAUNCHING THE FEEDER CAMPAIGN

Now that everything is prepped, let's go step by step through setting up the campaign.

STEP 1: Campaign Creation

Go to Google Ads → Click 'New Campaign'

Choose the Goal:

Select Leads (if tracking form submissions)

Select Website Traffic (if the goal is clicks)

Choose the Campaign Type:

Select Search Campaign (since we're targeting direct intent)

Set Conversions (VERY IMPORTANT)

Choose the conversion action you set up (e.g., lead form submissions).

Ensure Maximize Conversions is selected for bidding strategy.

Turn OFF Optimized Targeting (This prevents Google from expanding beyond our targeting).

STEP 2: Keyword Targeting (Broad & Modified Phrase Match)

The Feeder Campaign will use two types of match types:

Modified Phrase Match: Targets structured searches with required terms.

Broad Match: Casts a wide net to identify market behavior.

📌 Keyword Structure Example:

Ad Group	Match Type	Keyword
Villas	Modified Phrase	+"luxury" +"villa" +"Dominican" +"Republic"
Villas	Modified Phrase	+"beachfront" +"estate" +"Dominican"
Villas	Broad	"oceanfront villa for sale"
Investment	Modified Phrase	+"real" +"estate" +"investment" +"Caribbean"

Investment Broad "best place to buy vacation home"

NEGATIVE KEYWORDS:

Before launching, add negative keywords that eliminate tire-kickers:

Copy

cheap, budget, low-cost, affordable, free, rental, lease, airbnb, hostel, foreclosure, tours

STEP 3: Ad Copy & Creative

Google's algorithm favors highly relevant, compelling ads.

Write at Least 3 Ads per Ad Group

Each ad should have different hooks:

Wealth & Exclusivity → "Ultra-Luxury Villas for Elite Investors"

Escape & Lifestyle → "Your Private Caribbean Villa Awaits"

Financial Appeal → "Secure Your Wealth with Oceanfront Property"

Example Google Ads Format

Headline 1 Headline 2 Headline 3

Own a Beachfront Villa Live Where Billionaires Do Schedule a Private Tour

Private Villas for Sale Dominican Republic Luxury No Hidden Fees, No Hassle

Investment Property Luxury Retreat, Smart ROI Secure Your Legacy Today

Example Descriptions (90 characters max)

Escape the chaos & own a private paradise. Luxury villas in the DR—Act Now!

Tired of waiting? Own a villa where high-net-worth individuals unwind.

Buy a home that makes a statement—Luxury, Privacy, and Prestige.

STEP 4: Audience & Geographic Targeting

We are laser-focused on affluent buyers from specific locations.

Target Locations:

Manually select high-net-worth zip codes:

New York, NY

La Salle, TX

Pitkin, CO

Fairfield, CT

Westchester, NY

Collier, FL

Union, SD

Exclude Low-Intent Areas:

Avoid low-income states where high-ticket buyers are unlikely.

Language:

Set to English only (Spanish speakers in the U.S. will still see the ad).

Device Adjustments:

Increase bid adjustment for mobile (since HNWIs are constantly on their phones).

Exclude low-end devices (indicates low-income users).

STEP 5: Budget & Bidding Strategy

Start with \$100–\$200/day (to collect enough data).

Use Maximize Conversions initially.

Once data is collected → Switch to Target CPA for cost efficiency.

 Pro Tip:

Set a "Max CPC" cap so Google doesn't overspend per click.

Example: If the average villa is \$2M+, then a \$50 cost-per-click might be fine.

STEP 6: Launch & Monitor (VERY IMPORTANT)

After launching, let the campaign run for 5–7 days without making major edits.

 Metrics to Watch:

Metric What It Means

CTR (Click-Through Rate) Should be above 4% (below = weak ad copy).

CPC (Cost Per Click) Should be under \$30–\$50 for luxury real estate.

Search Impression Share Should be above 70% (below = increase bid).

Conversion Rate 5–10% is strong (below = landing page issue).

 Daily Optimization Routine:

Pause keywords with low CTR & high CPC.

Monitor search terms → Add high-intent searches to the Exact Match Campaign.

Check for wasted spend on irrelevant searches (add them as negatives).

 THE NEXT STEP (Extracting Winning Keywords)

- ♦ After 2 weeks, review search term reports.
- ♦ Move converting keywords into the Exact Match Campaign.
- ♦ Add these as negatives to the Feeder Campaign.
- ♦ Continue refining with high-intent searches.

SUMMARY

- ✓ STEP 1: Create a Feeder Campaign using modified phrase & broad match keywords.
- ✓ STEP 2: Optimize Ad Copy & Landing Page with A/B testing.
- ✓ STEP 3: Monitor & Extract High-Intent Keywords into an Exact Match Campaign.
- ✓ STEP 4: Scale the campaign by eliminating waste & increasing bids for top-performing keywords.

Anything Else Before Launch?

- ♦ Do you want me to draft landing page optimizations for conversions?
- ♦ Would you like additional ad variations tailored to specific audiences?
- ♦ Need help with Google Ads scripts to automate bid adjustments?

Let me know what's next, and we'll make this bulletproof! 



Landing Page

Landing Page - Paradiso Terrenas

Link: <https://paradisoterrenas.com/>

NAVIGATION MENU

- ♦ **The Villas** – Explore exclusive properties available now.
 - ♦ **The Destination** – Why Las Terrenas is the elite's hidden paradise.
 - ♦ **Your Legacy** – The long-term financial and lifestyle benefits of ownership.
 - ♦ **The Experience** – White-glove service, effortless ownership, and premium amenities.
 - ♦ **The Network** – Meet the elite community you'll be part of.
 - ♦ **VIP Access** – Request the investor dossier & private consultation.
-

HEADLINE: OWN A PRIVATE SANCTUARY IN THE CARIBBEAN A secluded luxury villa where your wealth works for you while you unwind.

SUBHEADLINE: Step into a world of exclusivity. A villa designed for high-net-worth individuals seeking privacy, investment growth, and an escape from the chaos.


SECTION 1: WHY PARADISO TERRENAS?


Forget crowded resorts and cookie-cutter properties. Paradiso Terrenas is an **elite sanctuary** for those who refuse to settle. **Hand-picked locations, world-class architecture, and white-glove service ensure your villa is more than a property—it's a statement.**


- ✓ **1 of 1 Luxury Design** – Custom-built for high-net-worth individuals.
 - ✓ **Exclusive & Untapped** – Limited opportunities in a booming market.
 - ✓ **Effortless Ownership** – We handle management while you enjoy.
 - ✓ **Private & Secure** – No noisy neighbors, just peace and power.
-


SECTION 2: THE VILLA EXPERIENCE

More than just real estate—this is your private world.

 **Step onto your beachfront terrace.** Wake up to pristine ocean views, away from the noise of the world.


 **Host legendary evenings.** Entertain business partners or unwind with close friends over fine cigars and aged whiskey.


 **Stay productive in paradise.** A state-of-the-art office ensures your business never stops growing while you enjoy life.


 **Earn passive income.** When you're away, your property generates premium rental revenue.


SECTION 3: EXCLUSIVE ACCESS & INVESTMENT POWER

Paradiso Terrenas isn't just a place to live—it's a **strategic financial move**.

 **Appreciating Asset** – Your villa grows in value as demand for elite Caribbean retreats surges.

 **No Hidden Costs** – Transparent pricing, clear legal process, zero surprises.

 **Smart Tax Planning** – Optimized to protect your wealth from inflation and unnecessary taxation.

 **Elite Community** – A network of like-minded investors, entrepreneurs, and industry leaders.

SECTION 4: WHO THIS IS FOR

This isn't for everyone. **Paradiso Terrenas is designed for those who demand the best.**

✓ High-net-worth entrepreneurs & investors.

✓ Fortune 1000 executives seeking an exclusive retreat.


✓ Legacy builders looking for a property that elevates status and wealth.


✓ Those who refuse to waste time with amateurs and incompetence.

If that's you, welcome to your next move.

SECTION 5: NEXT STEPS – VIP ACCESS

Step inside before the world catches on.

 **Request VIP Access** – Get the exclusive investor dossier.

 **Private Consultation** – A one-on-one session to discuss your vision.

 **On-Site Tour** – Visit Paradiso Terrenas and experience luxury firsthand.

LIMITED AVAILABILITY – SECURE YOUR PRIVATE VILLA NOW

[Book Your Private Consultation]

Email Campaigns

Email Campaigns

Goal: Book A Call

Introductory Email:

Subject Line:

"Your Guide to Paradise is Here! 🌴"

Email Body:

Hi [First Name],

Welcome to **Paradiso Terrenas**! We're so excited you're here.

Your **2025 Luxury Real Estate Market Guide** is ready for you to dive into. It's packed with everything you need to know about smart investments, the hottest properties, and what makes the Dominican Republic so special.

[Click Here to Download Your Guide]

At Paradiso, we're all about helping you find more than just a property—we help you find your dream life. Whether it's a beachfront villa, a smart investment, or the perfect spot to call home, we're here to make it easy for you.

Here's What's Coming Next:

- **Expert Tips:** Simple, useful advice to help you make the best choices.
- **Exclusive Listings:** The best properties, right at your fingertips.
- **Weekly Updates:** A little inspiration and fresh insights sent straight to your inbox.

If you have any questions or want to see a property, we're just a call or email away. Let's turn your dream of living in paradise into reality.

Talk soon,

[Your Name]

Paradiso Terrenas

[Contact Info] | [Website Link]

Welcome Campaign:

1st Email:

Subject Line:

"Why So Many Are Turning to the Dominican Republic for Their Next Move"

Email Body:

Hi [First Name],

I just wanted to check in and share something we've been noticing lately—it's an exciting time for the Dominican Republic, and we're seeing more and more people exploring what it offers, not just for vacations, but as a place to build something lasting.

At Paradiso Terrenas, we know this isn't just about buying property—it's about creating the life you've always dreamed of. That's why we take pride in not just showing you listings, but really listening to what matters most to you.

Here's What Makes the Dominican Republic Special:

- **Find Your Balance:** A serene lifestyle with the promise of growing value—a rare combination waiting for you.
- **A Smart Investment:** Property values are climbing steadily, offering a rare opportunity to secure a strong financial future.
- **Tailored to You:** From quiet beachfront villas to lively communities, there's a lifestyle and home that fits perfectly with your vision.

We're here for you, no matter where you are in the process. Whether you're ready to make a move or just starting to explore, we're happy to answer questions, offer guidance, or simply talk about your goals.

If there's anything on your mind, just hit reply—I'd love to help. And don't worry, there's no pressure or rush. At Paradiso, it's all about making sure you feel supported every step of the way.

Warm regards,

[Your Name]

Paradiso Terrenas

2nd Email:

Subject Line:

"Why Las Terrenas is the Investment Opportunity You've Been Waiting For"

Email Body:

Hi [First Name],

I wanted to take a moment to share why **Las Terrenas** is catching the eye of investors from around the globe. Beyond its stunning beaches and vibrant culture, this little slice of paradise offers real opportunities for those looking to grow their investment portfolio.

Here's why Las Terrenas stands out:

- **Growing Tourism Market:** With year-round visitors and high rental demand, properties here generate steady returns.
- **Steady Property Value Growth:** The area has seen consistent appreciation, making now the perfect time to secure a smart investment.
- **Unmatched Lifestyle Appeal:** Las Terrenas blends modern luxury with natural beauty, attracting both vacationers and long-term residents.

At **Paradiso Terrenas**, we don't just help you find properties—we guide you every step of the way to ensure your investment fits your goals. Whether you're looking for a second home or a high-performing rental property, we're here to make the process simple and transparent.

If you'd like to learn more about any of our projects or discuss your goals, just hit reply. We'd love to help you explore your options.

Looking forward to hearing from you!

Warm regards,

[Your Name]

Paradiso Terrenas

3rd Email:



Emergency Review

Emergency Review

Context:

I'm running google ads on a landing page I'm in charge of for a luxury real estate client.

I'm selling properties and land.

I have a budget of \$1000 in total and we've spent \$300 with 4 Leads that I never followed up with so they're already cold.

My Google Ads and my landing page both need refinement because I'm not getting conversions and I'm also not getting high "rank impression share" and CTR.

This means my ads are not even showing to everyone that's searching for my keywords and my CTR is not talking to my avatars desires.

I'm doing \$10/day when I know that other competitors are throwing big bucks at this but this is not an excuse, it's just data.

My google ads are targeting the entire world, not specific places. (Because anyone can buy a home internationally, that's my train of thought)

My landing page has 3 ways to get leads.

1. Lead magnet
2. Requesting information from a property
3. Submitting the "contact us" form

I got this from the top player and that's why I did it this way.

The landing page design is directly copied by the most luxury player on the Caribbean market.

I added copywriting to increase the conversion rate and engagement in my hotjar heatmap.

It "worked" because I got 2 conversions right after the changes but it has never worked again.

Truthfully I have 3 weeks trying to solve this and looking for ways to increase my numbers and nothing is working.

What I've tried:

- Started with specific and qualified keyword planning to ensure that my ads are showing for the right words

- Performed negative keyword research to ensure my ads are not showing for the wrong keywords
- Writing qualifying copy so my audience knows straight from the Ad what's inside the landing page
- Adding CTAs across the page that redirect to my "lead magnets"
- Going through the WWP, iterating my copy to connect with my avatar
 - Rewatched module 2 of the WWP and went over the process 3 times
- Deep dived into google ads resources and realized I was getting low impression share (My ad is not showing to everyone searching my keywords)
- Optimized for impression share by changing my keyword types to broad (still low impressions)
- Added hyper-specific audiences to my campaign. this was recommended my OG google ads "gurus" and by Luke (Captain). Added 30+ different audiences.
- Changed the page where the market landed to the home page instead of a page with a video I had.
- Optimized further for mobile consumption since mobile is where most of the traffic is from.

What I think is the problem:

I think the main problem is that my ads are not showing to everyone that's searching for my terms because of some keyword problem I have that I don't know.

My other problem is that I believe I can improve the perceived value of my lead magnet but I don't know how anymore, I've tried 3 varieties and the one I have right now is the only one that landed 2 conversions.

Another problem is that we don't have testimonials, we don't have images of the team so the trust levels are really low and I don't know a way to do this without my client providing this information to me.

The last thing I think is causing my lack of results is the outline of my page and how customers are consuming my copy. (I don't change this completely because I copied the top player my client wanted to mimic, so they're happy with the design, but not with the conversion results)

What I think is the solution:

- Taking off all of the negative keywords and leaving 3-5 broad match keywords
- Making the lead magnet one of the first sections that pop-up after the properties
- Making a more compelling "pop-up", design wise and copy wise.
- Adding pseudo testimonials and giving them daily reminders for their images to add them to the "About Us" page
- Keep iterating the copy, most importantly my headline on the landing page and the way it speaks to the avatar
- Watching the funnel daily for conversions and communicating it instantly to my client when we have a conversion so they don't go cold

- Upselling a meta ads project so we get some “passive attention” traffic to download our lead magnet.
- Drafting 3 different “home page” outlines and showing them to the G’s for feedback and then to my clients to see if they like them.

Hotjar Heatmap (last 15 days):

<https://hotjar.com/l/J1jkV1>

They are scrolling further than my last heatmap because of the copy but they still need to scroll like 6 times before getting to the lead magnet.

And no one is clicking on the button. Maybe It’s because the buttons is not BOLD enough?

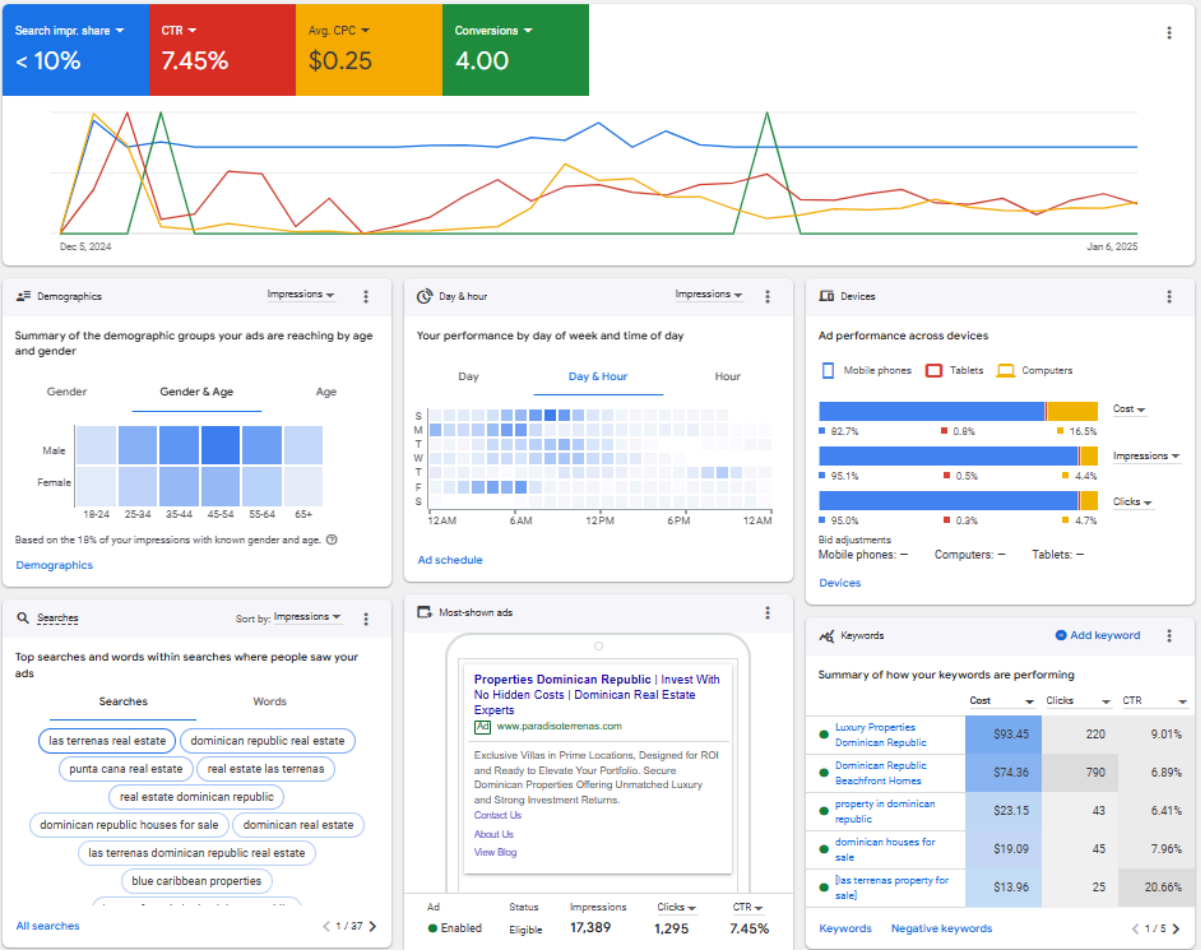
Unknowns:

- How to increase impression share, to get it to 90%+
- Having my campaign worldwide damaging my results?
- Do I need to sell the location, rather than the properties? and how do I do that exactly in the home page, without overwhelming the design?
- Should I add an “ROI calculator” so my market is more aware of WIIFT when they look at each property?
- Do I need to lower the budget and start testing new things until I see some progress and then I can increase it back to \$10?

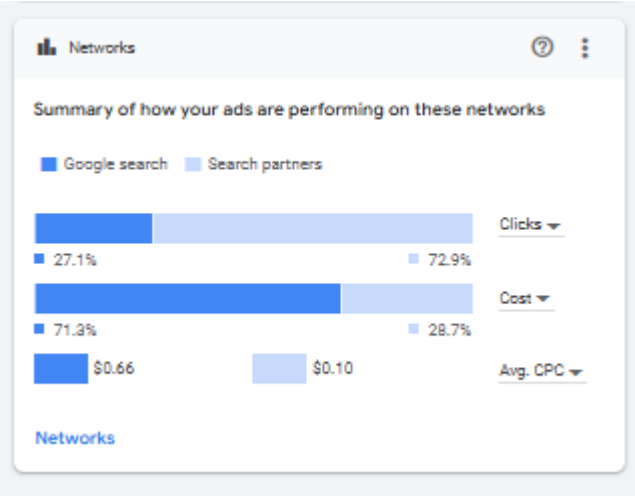
Link:

<https://paradisoterrenas.com/home>

























Data:



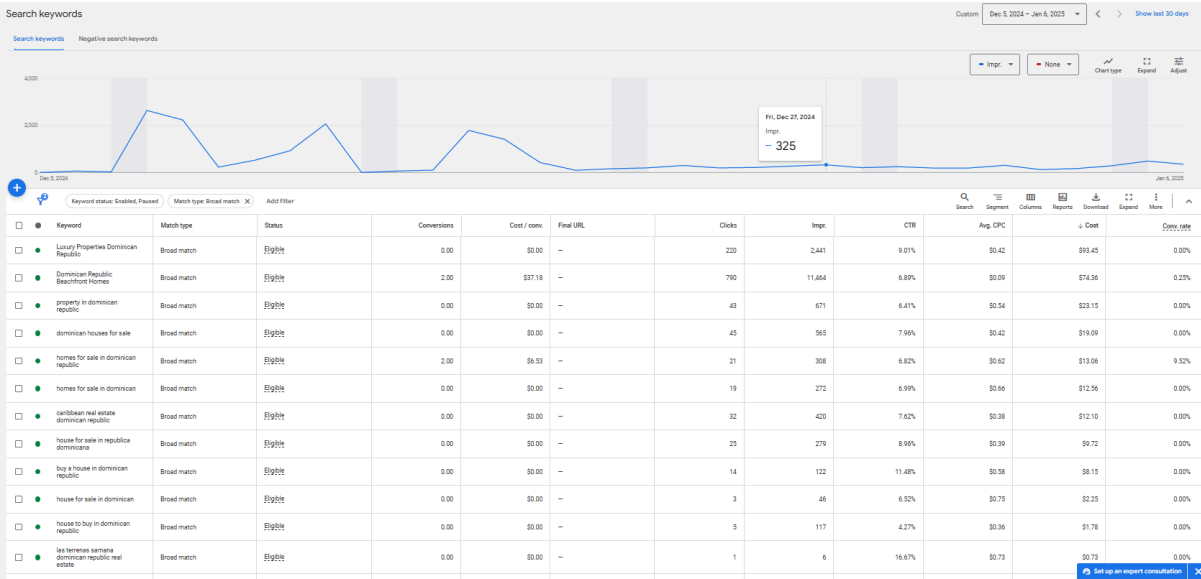
(Main Dashboard - Low Search Impression Share)



(Networks?)

<input type="checkbox"/>		Audience segment	Type	Bid adj.	Targeting setting	Status	Conversi	Cost / conv.	Level	Clicks	Impr.	↓ CTR	Avg. CPC	Cost	Conv. rate
<input type="checkbox"/>		Real Estate > ... Apartments (...)	In-market segment	—	Observation	Eligible	0.00	\$0.00	Campaign	10	72	13.89%	\$0.53	\$5.32	0.00%
<input type="checkbox"/>		Real Estate Residential Pr...	In-market segment	—	Observation	Eligible	0.00	\$0.00	Campaign	19	161	11.80%	\$0.50	\$9.41	0.00%
<input type="checkbox"/>		Lifestyles & H... Business Prof...	Affinity segment	—	Observation	Eligible	2.00	\$20.68	Campaign	45	393	11.45%	\$0.92	\$41.36	4.44%
<input type="checkbox"/>		Real Estate > ... Residential Pr...	In-market segment	—	Observation	Eligible	0.00	\$0.00	Campaign	14	128	10.94%	\$0.55	\$7.72	0.00%
<input type="checkbox"/>		Real Estate > ... New Houses (...)	In-market segment	—	Observation	Eligible	0.00	\$0.00	Campaign	5	47	10.64%	\$0.87	\$4.33	0.00%
<input type="checkbox"/>		Shoppers: Luxury Shopp...	Affinity segment	—	Observation	Eligible	0.00	\$0.00	Campaign	25	238	10.50%	\$0.64	\$16.03	0.00%
<input type="checkbox"/>		Travel > Travel... Luxury Travel...	Affinity segment	—	Observation	Eligible	0.00	\$0.00	Campaign	20	208	9.62%	\$0.55	\$11.09	0.00%
<input type="checkbox"/>		Travel > Trips ... Trips to the C...	In-market segment	—	Observation	Eligible	0.00	\$0.00	Campaign	12	133	9.02%	\$0.40	\$4.79	0.00%
<input type="checkbox"/>		Real Estate > ... Houses (For S...	In-market segment	—	Observation	Eligible	0.00	\$0.00	Campaign	11	123	8.94%	\$0.54	\$5.93	0.00%
<input type="checkbox"/>		Banking & Fin... Aviod Investors	Affinity segment	—	Observation	Eligible	0.00	\$0.00	Campaign	27	310	8.71%	\$0.45	\$12.19	0.00%
<input type="checkbox"/>		Real Estate	In-market segment	—	Observation	Eligible	0.00	\$0.00	Campaign	16	186	8.60%	\$0.64	\$10.19	0.00%
<input type="checkbox"/>		Real Estate > ... Commercial P...	In-market segment	—	Observation	Eligible	0.00	\$0.00	Campaign	2	24	8.33%	\$1.24	\$2.47	0.00%
<input type="checkbox"/>		Travel Business Trav...	Affinity segment	—	Observation	Eligible	0.00	\$0.00	Campaign	16	195	8.21%	\$0.83	\$13.32	0.00%
<input type="checkbox"/>		Travel > Travel... Beachbound T...	Affinity segment	—	Observation	Eligible	0.00	\$0.00	Campaign	20	261	7.66%	\$0.78	\$15.53	0.00%
<input type="checkbox"/>		Homeowners... Homeowners	Detailed demographics	—	Observation	Eligible	0.00	\$0.00	Campaign	15	196	7.65%	\$0.72	\$10.75	0.00%
<input type="checkbox"/>		Real Estate > ... New Apartme...	In-market segment	—	Observation	Eligible	0.00	\$0.00	Campaign	5	69	7.25%	\$1.60	\$8.00	0.00%
<input type="checkbox"/>		Travel > Trips ... Trips to the D...	In-market segment	—	Observation	Eligible	0.00	\$0.00	Campaign	7	116	6.03%	\$0.81	\$5.70	0.00%
<input type="checkbox"/>		Real Estate Moving & Relo...	In-market segment	—	Observation	Eligible	0.00	\$0.00	Campaign	0	10	0.00%	—	\$0.00	0.00%
<input type="checkbox"/>		Employment >... Very Large E...	Detailed demographics	—	Observation	Eligible	0.00	\$0.00	Campaign	0	9	0.00%	—	\$0.00	0.00%
<input type="checkbox"/>		Google-engage...	Website visitors	—	Observation	Not eligible Audience not eligible	0.00	\$0.00	Campaign	0	0	—	—	\$0.00	0.00%
<input type="checkbox"/>		All Converters	Website visitors	—	Observation	Not eligible Audience not eligible	0.00	\$0.00	Campaign	0	0	—	—	\$0.00	0.00%
<input type="checkbox"/>		All visitors (A...	Website visitors	—	Observation	Not eligible Audience not eligible	0.00	\$0.00	Campaign	0	0	—	—	\$0.00	0.00%
<input type="checkbox"/>		All visitors (A...	Website visitors	—	Observation	Not eligible Audience not eligible	0.00	\$0.00	Campaign	0	0	—	—	\$0.00	0.00%

(Audiences)



(Super Low Impressions Per Day) - Thinking about the negative keywords

Auction insights

Dec 7, 2024 - Jan 5, 2025

Search Segment Columns Download Expand

Display URL, domain	Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
remarand.com	27.84%	44.77%	52.62%	69.97%	16.74%	5.32%
realtorid.com	13.69%	8.36%	28.52%	64.86%	24.84%	6.80%
latimerid.com	12.51%	18.36%	82.00%	81.22%	36.44%	5.91%
You	< 10%	—	—	61.61%	14.91%	—
samame-group.net	< 10%	17.18%	72.24%	75.88%	27.99%	6.10%
airbnb.com	< 10%	11.75%	69.68%	77.99%	34.37%	6.39%
mihome.com.do	< 10%	6.84%	47.06%	59.18%	17.84%	6.74%
7oliveproperties.com	< 10%	2.99%	28.65%	62.29%	19.67%	6.90%
posandonacondo.com	< 10%	11.84%	76.94%	79.46%	28.14%	6.33%
les estate	< 10%	16.28%	72.44%	85.50%	43.13%	6.14%
remaxvalentia.com	< 10%	17.84%	38.22%	56.66%	12.97%	6.50%
canablu.com	< 10%	10.20%	41.41%	47.40%	7.24%	6.67%

Show more 30 1 - 12 of 12

(Auction Insights)

Search keywords

Dec 7, 2024 - Jan 5, 2025

Search keywords Negative search keywords

Add filter Download Collapse

<input type="checkbox"/>	Negative keyword	Added to	Level	Match type
<input type="checkbox"/>	(dominican republic rental)	Paradise Terrenas World (Search)	Campaign	Exact match
<input type="checkbox"/>	(big casa real estate)	Paradise Terrenas World (Search)	Campaign	Exact match
<input type="checkbox"/>	(bunta casa villa for sale)	Paradise Terrenas World (Search)	Campaign	Exact match
<input type="checkbox"/>	(homes for sale in la romana dominican republic)	Paradise Terrenas World (Search)	Campaign	Exact match
<input type="checkbox"/>	(barbacoa dominican republic real estate)	Paradise Terrenas World (Search)	Campaign	Exact match
<input type="checkbox"/>	(santiago dominican republic real estate)	Paradise Terrenas World (Search)	Campaign	Exact match
<input type="checkbox"/>	(casa de campo villa for sale by owner)	Paradise Terrenas World (Search)	Campaign	Exact match
<input type="checkbox"/>	(big casa nueva romana villa for sale)	Paradise Terrenas World (Search)	Campaign	Exact match
<input type="checkbox"/>	(bunta casa villa for sale)	Paradise Terrenas World (Search)	Campaign	Exact match
<input type="checkbox"/>	(bonda a vendre republique dominicaine bord de mer)	Paradise Terrenas World (Search)	Campaign	Exact match
<input type="checkbox"/>	(new hotels in dominican republic)	Paradise Terrenas World (Search) - Paradise Terrenas Official	Ad group	Exact match
<input type="checkbox"/>	(bungalow dominican republic)	Paradise Terrenas World (Search) - Paradise Terrenas Official	Ad group	Exact match
<input type="checkbox"/>	(new hotels dominican republic)	Paradise Terrenas World (Search) - Paradise Terrenas Official	Ad group	Exact match
<input type="checkbox"/>	(bunta casa bungalow)	Paradise Terrenas World (Search) - Paradise Terrenas Official	Ad group	Exact match
<input type="checkbox"/>	(overwater bungalows dominican republic)	Paradise Terrenas World (Search) - Paradise Terrenas Official	Ad group	Exact match
<input type="checkbox"/>	(overwater bungalows punta cana)	Paradise Terrenas World (Search) - Paradise Terrenas Official	Ad group	Exact match
<input type="checkbox"/>	(beach resort in dominican republic)	Paradise Terrenas World (Search) - Paradise Terrenas Official	Ad group	Exact match
<input type="checkbox"/>	(dominican republic vacation house rental)	Paradise Terrenas World (Search) - Paradise Terrenas Official	Ad group	Exact match
<input type="checkbox"/>	(bunta casa overwater bungalow)	Paradise Terrenas World (Search) - Paradise Terrenas Official	Ad group	Exact match
<input type="checkbox"/>	(new resorts in dominican republic 2018)	Paradise Terrenas World (Search) - Paradise Terrenas Official	Ad group	Exact match
<input type="checkbox"/>	(dominican republic house 2 guests)	Paradise Terrenas World (Search) - Paradise Terrenas Official	Ad group	Exact match
<input type="checkbox"/>	(big casa nueva romana villa for sale)	Paradise Terrenas World (Search) - Paradise Terrenas Official	Ad group	Exact match
<input type="checkbox"/>	(bunker city)	Paradise Terrenas World (Search) - Paradise Terrenas Official	Ad group	Exact match
<input type="checkbox"/>	(beach bungalow los coqueles punta cana)	Paradise Terrenas World (Search) - Paradise Terrenas Official	Ad group	Exact match

Set up an expert consultation

(Negative Keywords)

Plan from Dec 23, 2024, 8 PM, GMT-05:00

Keyword ideasForecastSaved keywordsNegative keywordsOrganize keywords

edit plan name

Saved 13 days ago

+			
	Campaign negative keyword	Campaign	Match type
<input type="checkbox"/>	'amber cove dominican republic'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'blue bay dominican republic puerto plata'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'blue bay doradas puerto plata'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'blue bay villas doradas dominican republic'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'blue bay villas doradas puerto plata'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'blue bay villas doradas puerto plata dominican republic'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'blue bay villas doradas puerto plata'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'bluebay villas doradas adults only puerto plata'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'campo dominican republic'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'cap cane real estate'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'casa campo dominican republic'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'casa de campo dominican'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'casa de campo dominican rep'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'casa de campo dominican republic'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'casa de campo dominican republic all inclusive'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'casa de campo la romana'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'dominican republic casa campo'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'dominican republic casa de campo'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'emotions by hodeba juan dolio'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'puerto plata blue bay villas doradas'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'punta cane apartments for sale'	Paradiso Terrenas World [Search]	Phrase match
<input type="checkbox"/>	'punta cane condos for sale'	Paradiso Terrenas World [Search]	Phrase match

Set up an expert consultation

(More negative keywords - In the keyword planner [phrase match]) - This one looks like is the one hindering my progress the most, I don't know. I literally just deleted them all.