

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Used Auto Sales

Business Objective: Make more car sales, Increase brand awareness

Funnel: Facebook Paid Meta AD

WINNER'S WRITING PROCESS

1. Who am I talking to? -Braud
 - a. Men and Women
 - b. 20-65
 - c. 35 mile radius of dealership
2. Where are they now?
 - a. Scrolling on their phone
3. What do I want them to do?
 - a. Click link to website, decide to make next car purchase from WS Auto Sales
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?
 - a. Convenience (close by)
 - b. Trust
 - c. Likeability

DRAFT (currently running - Results Below)

· August 13 at 12:23 PM · 🌐

🚗 In the market for a newer ride? 🚗

Visit WS Auto Sales—just 13 minutes from Albany and 17 minutes from Troy!!

👍 No pushy salespeople 🚫 No hidden fees.

⌚ With over 40 years of experience, we'll get you in the car you want—fast and hassle-free.

✅ Everyone's approved! ✅

📄 CarFax guaranteed, extended warranties available.

★ Come see us if quality and price matter! ★



WS AUTO SALES 📍 **1896 US ROUTE 9**
Castleton On Hudson, NY

WS Auto Sales -
Castleton

[Shop now](#)



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Performance



\$139.48 spent over 29 days.

Link clicks ⓘ

524

Reach ⓘ

5,831

Cost per Link Click ⓘ

\$0.27

Activity

Post engagements



3-second video plays



Link clicks



Post reactions



See all ▾

Audience

This ad reached 5,834 people in your audience.

