

# Market Research

**Goal:** To get my client leads on a \$4900 water conditioner

**Product :** A water conditioner is similar to a water softener. However a water conditioner is a multi tasker as it eliminates bad odour, bad taste, chlorine, hardness, sediment. A water softener only eliminates hardness.

**Funnel:** FB Ad → Lead Form → Phone Call → Sales Demo

**Market Awareness:** Level 2-3, this market often knows about the bad taste, odour, chlorine and other issues with their waters but however they don't know many solutions or fixes to it. People know of water filters,softeners and many people use Brita filters but there education on it is very little.

**Market Sophistication:** Level 2, this market isn't very sophisticated on water filtration. Some people know of water softeners but not in depth. A lot of people don't even know chlorine is in their water. There aren't a whole lot of ads that target the level 2 side of this market.

**Market Pains:**

- "Toronto water isn't as great as its residents make it up to be. It's especially hard water which can be distasteful."
- "Ever since this heat-wave landed I noticed the tap water suddenly smells (and tastes) more like it just came directly from the lake, with a kind of algae musk to it."
- "My skin is so flakey after a shower"
- "My hair has been slowly breaking, looking dull and dry."
- "how bad my hair got since I moved"
- "the hard water ruined my hair and skin once i moved here"
- "my hair has become very dull, coarse and dry"
- "I've lost so much hair since moving here."
- "My water's had a bit of a funky taste. I thought it was due to recent pipework done by my landlord, but I think I picked up on a similar taste at a friend's recently who was also complaining about their taste."
- "Yes, the tap water smells and tastes kind of musty. It's been off for about a week or so, but it seems to have gotten worse in the last few days."
- "My tap water in East York has been so gross lately. A really bad mouldy taste and smell."
- "For the past couple weeks, the tap water has smelled like a swimming pool. This is at multiple locations."
- "I have a house in a small town in the Chatham area, not only does the water taste awful, it negatively affects your hair when you wash it."
- "Filter water or death! Lol no I can't do tap water, if I use bottles I try to refill it until I lose it"

- “We just closed on our home a few weeks ago, and I grew up with well water so I am new to and uneducated on regular public water. Our water tastes strongly of chlorine or chemicals, I can’t quite put my finger on it.”

**Overall Pains:**

- People hate the taste of their water.
- People hate the smell of their water.
- Their water dries out their skin and worsens eczema.
- The water damages peoples hair and some people lose their hair because of it.
- Hard water wrecks your skin, clothes, appliances, and hair.

**Market Desires:**

- Fresh tasting water
- Softer water
- Water that doesn’t smell like chlorine
- Water that doesn’t have the shitty chemical after taste
- Softer skin and hair
- Softer water
- Purity
- Drink more water/improve their health without worrying about micro plastics, chemicals, and all the other stuff the government likes to put in tap water.

**Avatar:** Joe is a 34 year old man, he recently just moved to Toronto for his new 9-5 office job. He’s recently noticed that after his morning showers his skin feels extremely itchy, tight, and irritated. All day at work he feels the need to scratch his arms and legs but cannot do so as he is wearing a restrictive suit. He knows Toronto has hard water but doesn’t know that this is why his skin feels this way. He recently had a baby with his wife and they’ve noticed dry skin patches on their son’s legs. Joe is worried and wants to find a way to solve this issue.

**Where is my reader now:** Doom scrolling on social media hiding from their pain of shitty water.

**Where I want my reader to go:** I want my reader to see the ad and either go to the form or fill out the landing page.

AD

**AD 1**

Sick and tired of dry itchy skin from hard water? Forget buying a water softener; you need this instead.

Hard water can feel like an endless frustration – you step out of the shower, only to feel that sharp, stinging itch from irritated skin.

Over time, this constant irritation can speed up signs of aging, making skin look older and feel rougher.

That's why we created our Water Conditioner. Unlike softeners, it doesn't just soften water, it removes poor taste, unpleasant odors, chlorine, and hardness.

Thanks to our Water Conditioner, thousands of homeowners in the GTA are already enjoying smoother, younger-looking skin.

If you're sick and tired of hard water making your skin dry and irritated, then fill out the form below for a free quote and an also FREE dechlorinating shower head.

**AD 2**

If you're a homeowner in the GTA and are sick of hard water thinning and damaging your hair, then here's the easiest fix.

It's heartbreaking to look in the mirror and notice thin spots where your hair used to be full and vibrant.

Hard water has taken a toll on your once-beautiful hair, leaving it looking lifeless and fragile.

But there's a simple way to restore your hair's health: softening your water can help reverse the effects of hard water on thinning hair.

That's why we created our Water Conditioner. Unlike softeners, it doesn't just soften water, it removes poor taste, unpleasant odors, chlorine, and hardness.

Thanks to our Water Conditioner, thousands of homeowners in the GTA are already enjoying softer, thicker hair.

If you want thick hair that's as soft as rose petals then fill out the form below to get a free quote and also Free dechlorinating shower head.

**AD 3**

Research hairloss in women, figure out sophistication levels of it.

Most likely is problem unaware.