

Winners writing process:

Who am I talking to?

I am talking to property owners and in particular home owners within the city of Leeds (England) and it's surrounding area. The age of the people I am speaking to will vary but I'd say I'm mainly targeting those between the ages of 30 and 60. They feel disgusted or embarrassed at the state of their carpets and the stains or dirt that covers them.

Where are they at right now?

Right now many of the people I am talking to may feel frustrated at the current situation of their carpets. They could have many stains on the carpets that is annoying them and that they feel they can't get rid of on there own. They may just have filthy carpets filled with dirt and bacteria that they feel may be too deep to get rid of. Now they have just come across our ad on Facebook they are determined to get the problem solved (I have raised their level of desire).

Where do they want to go?

They want to feel happy about the state of their carpets. They want them to feel and look clean and brand new like they did before. They certainly don't want any obvious dirt or bacteria to be present on surface. As for those with stains on their carpets well they want that annoyance gone and out of there lives. They don't want any marks or stains on their carpets from spillages or mishaps etc and instead they want the carpets to be spotless. This would make them feel happier everytime they sit down at home in the living room or when important guests come around and they don't have to worry about covering that coffee stain that time a mug was knocked over.

Where do I want them to go?

To choose us to clean their carpets

What are the steps along the way?

First of all I need them to pay attention to the advert they see on our page. I need them to see it as an opportunity for them to take advantage of that problem that they have had for a while when it comes to having a clean and nice looking carpet in their home. Once I have there attention and they read the ad I need them to feel like we are the best fit to take care of this problem/desire for them. They need to feel like the exchange of value is going to be fair and that they are actually going to benefit from it.

Roadblocks they face:

They have tried solving the problem before on their own and either failed or just made it worse. Maybe they have hired someone else to come in and do the job for them but they didn't do the job as well as the home owner wanted them to. They have used some tips and tricks online to try and resolve their problem and that was only left them frustrated and with a worse problem than before.

Solution/mechanism to solve the roadblocks:

The solution is for them to hire a professional business to come in and do the job for them to a high standard and ultimately make their carpets look nice and clean again.

My personal analysis:

I wrote this Facebook advert to create a featured post on their Facebook page. My client is a small carpet cleaning business and my aim is to write a variety of posts on their Facebook page to try and get them more customers. I feel like my copy may be too short (but I don't want to go overboard and just waffle and have the reader stop reading midway through). I have made a lot of legitimate claims that the reader will like the sound of such as fast drying times and that cleaning carpets will be much cheaper than buying new ones etc.

My top questions:

As I mentioned above I feel like I should make this longer but how much further should I go without going overboard?

Do you feel like I've really tapped into the desire for them to have a clean looking carpet well enough?

Have I attached too many claims? Is there a set amount I should make for ad like this?

The copy itself:

Featured Facebook ad post:

★ Five star rated! ★ Family run carpet cleaning service in Leeds and surrounding areas.

We breathe new life into your carpets and for a much cheaper price than buying new ones. Our 7-stage deep steam fast dry clean will transform your carpets and will be already 80% dry by the time we leave. All of our products are both child - safe and pet - safe. All staff are fully trained and insured. Start your journey to our ever growing list of happy customers by getting your free quote today!

(Link to website where they can request a free quote)