

My Client's Business: Driving School

MARKET RESEARCH

Who exactly are we talking to?

25yr olds men or women (Mostly Women)

Current State:

She doesn't know how to park.

afraid of driving because they don't know the driving skills yet.

They don't know the rules and regulations of the road.

They don't have the confidence to drive on their own.

They are still commuting, which is very difficult because it is hot here and very crowded.

They are embarrassed by their peers because they don't know how to drive.

Dream State:

They would finally have the confidence to drive on their own.

they can freely go anytime, anywhere whenever they want.

they desire to be a great driver whether from parking and either driving a manual or automatic.

They would finally be learning all the skills to be a defensive driver.

Values and Beliefs:

They believe they don't have the confidence and knowledge to drive.

They tried to solve their problem before but failed because most people don't know how to teach driving skills to others.

MARKET AWARENESS:

Solution Aware —> Product Aware

Call out the known solution then offer the product as best form possible of solution.

Buy Now, Urgency, Scarcity, Risk Reversal, Social Proof, Crank pain/desire/need. etc

MARKET SOPHISTICATION:

Stage1 —> Stage 2

(Bigger/Better Claim)

WHAT TYPE OF ATTENTION?:

Passive Attention

They're just scrolling, chilling, driving, doing something else and you are trying to catch their attention wherever they are.

Problem, Mechanism, Product

Current State - Targeting Mostly Women that can't drive because they don't have a

certified license yet, they don't have the confidence to drive, they get anxiety when they are on wheels and they don't want to commute anymore because of hot days or 30 yr old men who need a certified license for them to work as a driver.

Dream State - They dreamed of having the knowledge and confidence and the certified license to drive, they would finally be satisfied and confident after getting a license.

Roadblocks/Problem - They can't get a certified license unless they go to a certified Driving School.

Solution/Mechanism - Go to a Trusted and Top-Notch service from a certified Driving School.

Product - Our trusted services will help apply these solutions by making customers learn driving skills (parking, driving rules, street signs, etc.) faster, easier, affordable, and with less risk of failing or crashing because there is a second brake for the driving instructor and our driving instructor is certified to be a driving instructor.

Type of Ads i will do: Awareness Type of Ad

What they sell: We sell a seminar course where they can learn the rules and regulations of the road. And we have driving courses where they learn defensive driving on the road.

<https://www.facebook.com/betteronedrivingschool>

Personal Analysis:

I will be doing ads for them since driving school is very broad in customers, which everyone needs to enroll in or else they won't get a certified license in my country.. Additionally, I found out that they get at least 5-10 people inquiring via facebook which is why I want to increase their sales online. Women are my main target since they don't know how to drive and the second on my list are Men who needs a license for a particular job. Right now, from what I see is that their market sophistication is still at level 1 which is a basic claim, and so that's why I'm going to push it into stage 2 just to get ahead of the competition. Their facebook followers only got 4.8k which is why I will be doing an awareness type of ad just to tell people that "we are here, we have a better claim and proof". To sum it up, I will be doing ads since I will take advantage of online marketing since I see literally no one doing ads in their market but only a few and by taking this advantage we can probably get ahead of the competition faster and hoping it can increase our sales by at least 10%.

Subject line: 🚗 Ready to Drive Confidently? 🚗

Are you looking for a driving school that is affordable with knowledgeable and 'safety first' instructors? Well Better One Driving School is the ONE for you!

Are you still inexperienced and lacking confidence in driving?

Are you afraid that your car might get into a crash because of lack of knowledge of defensive driving?

Are you still unfamiliar with the rules & regulations of the road?

Do you wanna be the safest driver for your family?

Well then, this is your opportunity to learn to drive in an affordable and safest way!

💡 **What Sets Us Apart?** 💡

By enrolling on our Driving School, you will get:

- ✅ **Effective Teaching For Beginners and Refreshers**
- ✅ **Friendly Staff**
- ✅ **Patient, Kind, Knowledgeable, and Professional Instructors**
- ✅ **LTO Accredited**
- ✅ **Affordable Price for Motorcycles & Vehicles!**

With this affordable price, you will learn all the skills you need to be an excellent driver on the road. Our instructors heavily emphasize safety in their teachings, so we can have a safe road trip for everyone!

Message Us now on Facebook to learn defensive driving techniques for an affordable price!

Images i will put on my ads:

(LTO Accredited is basically means were accredited driving school in my country)

BETTER ONE DRIVING SCHOOL



Contact Us:

☎ 0947 695 1137

☎ 0916 730 3768



LTO Accredited

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affordable price!**



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