

The 4 questions from the winner's writing process:

1. Who am I talking to:
 - To house owners, the target audience is set from 24 - 65+, for them to have enough capital to afford a \$10 - \$20K aluminium pergola. They've got to have pretty large disposable income. They want to enjoy sitting and relaxing in their garden, enjoy their favourite breakfast/grill party with friends/a family celebration.
2. Where are they right now:
 - Right now, they're scrolling on their phone on Facebook/Instagram and our ad pops up. They've been thinking about buying a pergola for some time, since they need to budget for it. (Most people don't have \$20K to blast on a pergola without thinking twice about it.) And they're thinking very carefully about who they're going to pick. They know about aluminium pergolas - they're solution-aware.
3. Where do I want them to go:
 - I want them to click on our ad, land on our landing page, and fill out and submit the lead form.
4. What steps do I need to take them through:
 - a. Stop scroll
 - b. Check out the ad
 - c. Click the "Get Offer" button
 - d. Land on our bioclimatic pergola landing page
 - e. Check out the landing page
 - f. Fill out and submit the lead form

Note: Yes, this is a two-step lead-generation process. We offer them a free quote, and my client then sells the pergola to them in the email/through calling them.

The reader's roadblock:

He wants to relax in his garden with his family, friends and loved ones, but he's unable to do that because of:

- 1) The scorching sun in the summer (extreme heat and no shade in his garden)
- 2) It's raining
- 3) It's raining and windy
- 4) It's snowing

He doesn't have a shelter to hide under in his garden.

And also he:

- Wants to relax after a long day of work with his family, friends, with a book/coffee
- Wants to host a grill party with his friends, and having our sleek and modern pergola will increase his status (people like having beautiful and cool things) → mating opportunities, increased status within his tribe

The mechanism of the bioclimatic aluminium pergola:

Our pergolas are tailor-made and bioclimatic - meaning the roof can be opened and the sun can come through. Also, because of this ability to open the roof, the hot unbreathable air that accumulates under the regular pergolas roofs can now circulate.

When it rains, the sun is shining too bright and we want some cool pleasant shade, or it's snowing, we can close the roof and keep sitting under the pergola, enjoying our time in our beautiful garden with our friends, loved ones, etc.

The pergola can be upgraded with led lights (so you can enjoy sitting under it at night), with screen blinds - so when it's raining and windy, or just windy, you're sheltered from it.

And lastly - they can be equipped with glass sliding walls, and you can turn it into an observatory that you can then use as an extra room for your house, almost all year round (spring - autumn).

The water that rains on it goes through invisible tubes in the legs of the pergola down to the ground, where it can be connected to a hidden pipe that leads the water where the customer wants.

The whole pergola is operated using a remote control, and can be connected to any smart home.

Here is an image so you better understand it - THIS IS NOT THE AD CREATIVE, IT'S FOR ILLUSTRATION PURPOSES ONLY.:





My analysis of the copy + the copy itself:

The copy:

My copy is a paid Meta ad.

Here's the link to it: <https://fb.me/22BNQpNqiYuO2LQ>

But just in case that's an issue for you, here's the screenshot of it: (you won't be able to watch the video ad creative though)

PENEF
BETONOVÝ KAMEN

Penef.cz

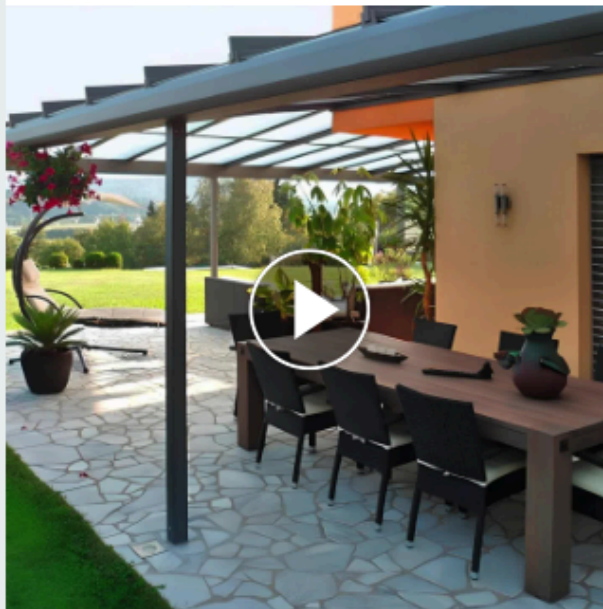
Sponzorováno · Vlastník účtu není
spojený s profilem Kai Blue · 🌐



Užijte si léto v příjemném stínu hliníkové pergoly.

- ✓ Ochrana proti ostrému slunci a dešti
- ✓ Minimální údržba
- ✓ Český výrobce
- ✓ Řešení na míru pro vaši zahradu a terasu
- ✓ Bezplatná kalkulace
- ✓ Dodání do 3 - 6 týdnů.

Tak jen klikněte na "Zjistit cenu" a my vám rádi
zašleme nezávaznou cenovou nabídku. 🙌



penef.cz

**Hliníkové pergoly na
míru**

Zjistit cenu



To se mi líbí



Komentář



Sdílet

The copy is (it's translated, so it sounds smoother in Czech):

Enjoy the summer in the pleasant shade of the aluminium pergola.

- ✓ Protection against harsh sun and rain
- ✓ Minimal maintenance
- ✓ Czech manufacturer
- ✓ Tailor-made solution for your garden and terrace
- ✓ Free quotation.

So just click on "Get Price" and we will be happy to send you a no-obligation quote. 🔥

My analysis:

I created this ad based on an ad for a glass sliding wall Arno did. We also sell glass sliding walls for pergolas, and so do the top players.

That's why I used the inspiration to create this ad.

The CTR is constantly going up as the Advantage Audience+ expands and more precisely targets my audience.

Personally, the copy is good.

It's simple, cuts through the clutter, there's a good offer (a free quote), it's got a catchy headline that pulls the reader in, a simple yet powerful CTA and the body text triggers their desires just right.

I think the biggest weakness of the ad, is still the ad creative and the copy. That's why I'm working on a video ad creative inspired by one of the top players as you're reading this + the fact that I forgot to include the time it takes to deliver it (we've got one of the shortest times, and most companies rarely mention it, because it takes them months to deliver the pergola).

So this is what the ad would look like if I added the time frame:

Enjoy the summer in the pleasant shade of the aluminium pergola.

- ✓ Protection against harsh sun and rain
- ✓ Minimal maintenance
- ✓ Czech manufacturer

- ✓ Tailor-made solution for your garden and terrace
- ✓ Free quotation
- ✓ Delivery within 3 - 6 weeks.

So just click on "Get Price" and we will be happy to send you a no-obligation quote. 🏡

(Quick question - do you think I should add some kind of a pattern interrupt within the text with bullet points? Like an emoji or so?)

The ad creative, is better than the carousel or single image (I tested this), but I think a video of a few smooth shots of the pergola, with a calm sound in the background catches the reader's attention and shows his dream state would do much better.

We don't have the budget to film it ourselves, so I tried at least making an animated slideshow, showing beautiful images of pergolas.

How my product's strengths and weaknesses play into the value equation:

This product has great strengths - it's tailor-made, lasts a lifetime, you don't need to take care of it the same way you would with a wooden pergola, and it has a bunch of functions I named previously that make it extremely convenient to use.

The biggest weakness is its price and the time delay between buying the pergola and having it finished in your garden. It takes **3 - 6 weeks**.

So to conclude - the perceived value/dream state is high, and the probability of success too, just the price and time delay (but mostly price) are the issues. Heck, it costs over \$10,000 to buy one and get it installed.

I'm constantly pushing out content on social media with the projects my client already did to establish her credibility, plus she's working on collecting more reviews from these people to gain more trust, since we're a relatively small family-managed business.

The Market awareness and sophistication:

The people who click and submit the lead forms are problem- and product-aware.

The market is in phase 4 of the sophistication diagram, and I think it's a good idea to lead the market into phase 5, as it will carve us a fat chunk of the market.

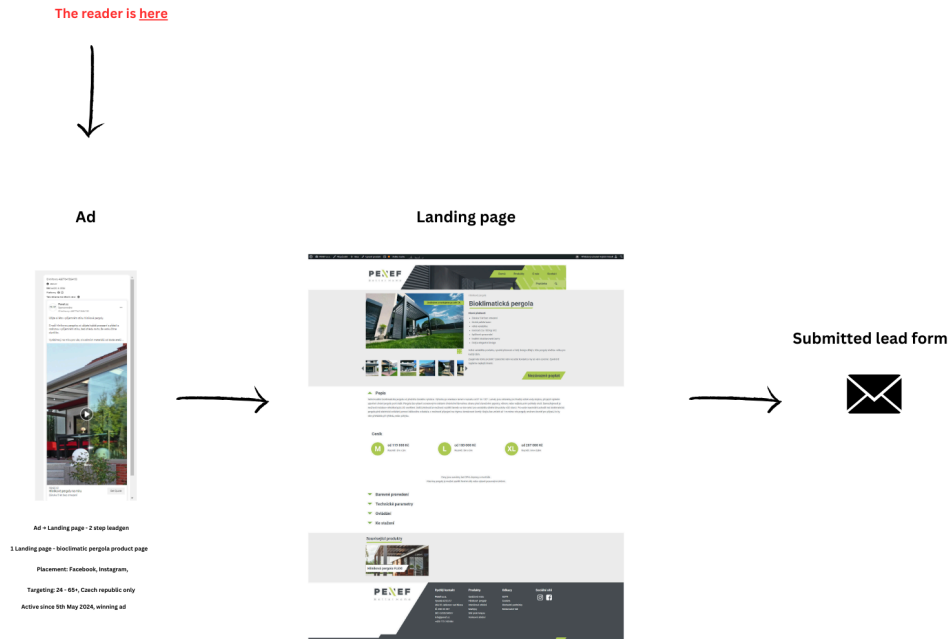
The reader's thought process:

- a. Sees a pergola that looks beautiful in the ad

- b. Imagines how amazing it would be to be able to sit under one in their own garden, with all their family and friends in any weather, or just relaxing, reading a book or having a chat with their friends
- c. Clicks on it
- d. Checks the price, the credibility of the company, the review's - he's checking to see if he can trust the company or if he should stay away, plus he's comparing the price to the competitors to see where he can get the best deal.
- e. If the company is credible enough to him and he likes the price, he fills out the lead form and sends it to us so that we send him a free quote

Where are they in the funnel?

They're at the start of it, since this Facebook ad is direct response marketing. They click on the ad, they land on our product's landing page, then they fill out the lead form, and send it.



Show and explain the full funnel:

The whole funnel is shown above.

It is a 2-step lead generation process that works the best - meaning it gets us the most qualified leads who are actually interested in the product and have the money for it.

This is my part of the funnel.

After the lead form is submitted, my client sends the lead the free quote and calls them. That's where he closes them, persuades them to sign the contract and then the deal is closed and the money collected.

Now back to my part of the funnel -

The Facebook ad has proven to be the most effective since the average monthly budget of our competitors is around \$1,400 USD, which is WAY more than we've got.

The ad is running on 400CZK (\$17.25) a day.

Once the reader lands on the landing page, the landing page finishes the job - all level copy there is level 4 awareness-oriented.

The testing strategy I'm using:

I A/B test everything, let it run for 2 days, and pick the winner based on the version that got the best **CPA**, Link CPC, and Link CTR.

But this time, I let the ad run for 5 days, until we've spent at least \$100 on it because it was advised in the e-commerce campus.

This strategy has been suggested in the e-commerce campus and has worked well.

So far I tested the:

- **Audience**
- **Advantage+ placement vs manual placement**
- **Audience+ turned on vs turned off**
- **Different CTAs**
- **Using single image vs carousel**
- **Using carousel vs video with sliding pictures of aluminum pergolas**
- **New body text copy as advised by Micah**

I always picked the winners and proceeded to test the next variable that could help us optimize and improve the ad's performance.

Right now, I tested the updated version of the copy as Captain Micah suggested. He told me to write bullet points and made the copy more benefit-oriented so that my reader actually cares about reading it.

I only changed the body text - the headline and CTA are the same, the only new thing is the list with ticks instead of the old body copy.

The results of the ad were:

- Day 1: 0 leads - Tue
- Day 2: 1 lead - Wed
- Day 3: 2 leads (most results we got out of a single ad in a day) - Thu
- Day 4: 0 leads - Fri
- Day 5: 0 leads - Sat
- Day 6: 2 leads - Sun

We're aiming for 3 leads a day.

The metrics:

Penef.cz - Ad sets - 30.6.. - 6.7. 2024 .xlsx in AIKIDO COPY SQUAD SUBMISSIONS									
File Edit View Insert Format Data Tools Help									
Q Menu 100% \$ % .0 .00 123 Default... 11 B I A									
16	fx								
	A	B	C	D	E	F	G	H	I
1	Ad set	Ad status	Daily ad budget	Reach	Impressions	CPA	Ad spend	Results	
2	Landing page A/B test - inactive		200	1087	1362		483.96		
3	Landing page A/B test - inactive		200	1037	1350		459.85		
4	New Bullet point ad - active		400	4027	6590	1000	2000	2	
5	Start	Frequency	CPM	Link CTR	Link Clicks (total)	Link CPC			
6	2024-06-28	1.25299	355.330396	1.615272	22	21.998182			
7	2024-06-28	1.301832	340.62963	1.703704	23	19.993478			
8	2024-07-02	1.636454	303.490137	1.107739	73	27.39726			
9									
10									
11									
12									
13									
14									
15									
16									
17									
18									

x Penef.cz - Ad sets - 30.6.. - 6.7. 2024.xlsx

The conversion rate isn't available.

Vimeo link of me doing 100 push-ups:

<https://vimeo.com/979625779>