

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Nutritional supplements

Business Objective: Prioritizing quality

Funnel: Via facebook ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Targeted audience
- b. Feedbacks
- c. Raw material suppliers
- d. Dietitian
- e. Social media influencers

2. Where are they now?

Social Media:

- a. Facebook
- b. Instagram

- c. Tik tok

Surveys and Feedback

- a. Survey monkey
- b. Google forms

3. What do I want them to do?

- a. Stop scrolling the feed and read the ad
- b. Click the link
- c. Make a purchase
- d. Share with others

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. Stop scrolling the ad

- a. Benefit from a 15% discount
- b. A sense of relatability to the brands message or values
- c. Clear descriptions of benefits, ingredients, and how the supplements work.
- d. Opportunity to get something relevant & good at a reasonable price

- b. Click the link below to buy the product

- a. Bold, attractive images or videos of the products that highlight their features.
- b. An intrigue about how the products can improve their health or address a specific need.
- c. Strong Call to Action: A prominent “ shop now ” button that stands out visually and is easy to find.
- d. Find relief at a reasonable rates
Claim Your 15% Discount —> Get Offer
- e. Explore the profile
- f. Buy the product

DRAFT

Don't miss this opportunity to elevate your health and wellness. Shop now and discover the La Nature's difference! Use Code: RELIEF15 at Checkout

15% OFF ON ALL PRODUCTS

La Nature's

Women's Multivitamin
Formulated to Support Heart Health, Immune System, Bone Health, Energy & Hair, Skin

Ginseng Multivitamin
Supports Immune System.

OMEGA-3 FISH OIL
Supports Heart Health, Brain, Bones & Immune System. Powered by EPA & DHA. LEMON FLAVOUR. 1000 MG

60 Softgel Capsules

The advertisement features a background of a runner in motion against a blue sky. In the foreground, three white plastic bottles of La Nature's supplements are displayed. The bottles are labeled 'Women's Multivitamin', 'Ginseng Multivitamin', and 'OMEGA-3 FISH OIL'. The 'OMEGA-3 FISH OIL' bottle is specifically labeled as '1000 MG' and 'LEMON FLAVOUR'. The 'Women's Multivitamin' bottle mentions 'Formulated to Support Heart Health, Immune System, Bone Health, Energy & Hair, Skin'. The 'Ginseng Multivitamin' bottle states 'Supports Immune System.' All bottles indicate they contain 60 softgel capsules.

Experience Immediate Relief Within Weeks!

Our solution is designed for seamless integration into your daily routine, allowing you to consume it at your convenience. Don't hesitate—take the first step towards transforming

Fuel your body for optimal performance!

Level up with La Natures' premium multivitamin, packed with all the essential vitamins, minerals, antioxidants, and natural extracts for daily wellness. Whether you're crushing your workouts or just staying active, this is your go-to for energy, recovery, and overall health.

Claim your 15% offer —> Great offer