

Current situation

- A beauty salon is my main Rainmaker client at the moment. Currently, my client offers only one type of service, which is laser hair removal. The main goal is to get guests for the September dates, since there are not many free places in August because the salon is being renovated and my client is also going on vacation. In order to become a Rainmaker, I need to sell about 200 treatments, since the average price of the treatments is 50 euros.

- Last weekend there was a small festival in the city, where my client advertised herself on flyers at a florist. According to my client, there were many interested people who immediately asked how much the treatments cost and where to book an appointment. This is exactly why we decided to target this level 4 awareness audience as our first Facebook ads, for which 5 ads were prepared. The ads do not take you directly to the booking system, but to the laser hair removal page. **We launched the ads on Friday.**

- **Note: my Facebook displays the data in Hungarian, so I translated the meaning of each metric in points:**

- teljesítés - DELIVERY
- költségkeret - BUDGET
- eredmények - RESULTS
- elérés - REACH
- megjelenés - IMPRESSIONS
- eredményenkénti költség - COST PER RESULT
- elköltött összeg - AMOUNT SPENT
- vége - ENDS
- hivatkozáskattintás - LINK CLICKS
- gyakoriság - FREQUENCY

- here is the screenshot about the metrics

Kampányok

Hirdetéssorozatok

Hirdetések

1 kiválasztva

+ Létrehozás

Másodpéldány

Szabályok

Beállítás megtekintése

<input type="checkbox"/>	Be/ki	Hirdetés	Teljesítés ↑	Műveletek	Költségkeret hirdetéssorozat	Eredmények	Elérés	Megjelenések
<input type="checkbox"/>	<input type="checkbox"/>	<div><div><div><div></div><div>szöveg 1 – más...</div><div><div></div><div></div><div></div><div></div></div></div></div></div>	<div><div></div><div>Aktív</div></div>	—	10,00 € Napi	107 hivatkozáskattintás	6179	9313
<input type="checkbox"/>	<input type="checkbox"/>	<div><div><div><div></div><div>szöveg 5</div><div><div></div><div></div><div></div><div></div></div></div></div></div>	<div><div></div><div>Aktív</div></div>	—	10,00 € Napi	10 hivatkozáskattintás	656	705
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<div><div><div><div></div><div>szöveg 2</div><div><div></div><div></div><div></div><div></div></div></div></div></div>	<div><div></div><div>Aktív</div></div>	—	10,00 € Napi	2 hivatkozáskattintás	292	315
<input type="checkbox"/>	<input type="checkbox"/>	<div><div><div><div></div><div>szöveg 4</div><div><div></div><div></div><div></div><div></div></div></div></div></div>	<div><div></div><div>Aktív</div></div>	—	10,00 € Napi	37 hivatkozáskattintás	2323	2792
<input type="checkbox"/>	<input type="checkbox"/>	<div><div><div><div></div><div>szöveg 3</div><div><div></div><div></div><div></div><div></div></div></div></div></div>	<div><div></div><div>Aktív</div></div>	—	10,00 € Napi	22 hivatkozáskattintás	1179	1502
5 hirdetés eredményei						178	8024	14 627
Nem tartalmazza a törölt elemeket						hivatkozáskattintás	Fiókközpontbeli fiók...	Összesen

Kampányok			Hirdetéssorozatok			Hirdetések			1 kiválasztva		
+ Létrehozás			Másodpéldány			Szabályok			Beállítás megtekintése		
Be/ki	Hirdetés	Eredményenkér költség	Elköltött összeg	Vége	Minőségi rangsorolás	Aktivitási arányszám	Konverziós arány	CPM (1000 megjelenésre jutó költség)			
<input type="checkbox"/>	szöveg 1 – más...	0,11 €	11,75 €	folyamatos	—	—	—	1,26 €			
<input type="checkbox"/>	szöveg 5	0,13 €	1,27 €	folyamatos	—	—	—	1,80 €			
<input checked="" type="checkbox"/>	szöveg 2	0,23 €	0,46 €	folyamatos	—	—	—	1,46 €			
<input type="checkbox"/>	szöveg 4	0,10 €	3,88 €	folyamatos	—	—	—	1,39 €			
<input type="checkbox"/>	szöveg 3	0,12 €	2,55 €	folyamatos	—	—	—	1,70 €			
5 hirdetés eredményei		0,11 €	19,91 €					1,36 €			

Kampányok

Hirdetéssorozatok

Hirdetések

1 kiválasztva

+ Létrehozás

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Beállítás megtekintése

	Be/ki	Hirdetés	Átlagos szám nti és relev...	Konverziós arány százalék Hirdetés relev...	CPM (1000 megjelenésre jutó költség)	CTR (átkattintási arány)	Hivatkozáskattint	CPC (hivatkozáskattint átlagára)	Gyakoriság	
		szöveg 1 – más... 	—	—	1,26 €	1,15%	107	0,11 €	1,51	
		szöveg 5	—	—	1,80 €	1,42%	10	0,13 €	1,07	
		szöveg 2	—	—	1,46 €	0,63%	2	0,23 €	1,08	
		szöveg 4	—	—	1,39 €	1,29%	37	0,11 €	1,20	
		szöveg 3	—	—	1,70 €	1,46%	22	0,12 €	1,28	
5 hirdetés eredményei					1,36 €	1,22%	178	0,11 €	1,82	
Nem tartalmazza a törölt elemeket					1000 megjelenésre ju...	Megjelenésenként	Összesen	egy műveletre jutóan	1 főíráspontbeli fő...	

- I used one creative and 5 different copy: (the texts are translated from Hungarian to English, so there may be grammatical errors)

szöveg 1/copy 1 -

You can now enjoy Laser hair removal with up to 60% discount! 🌸

We have brought you the biggest sale of the summer so that you can finally get rid of unwanted hair and enjoy your smooth, velvety skin as soon as possible! 🧑

Don't wait any longer! Click to book an appointment, select the body parts you want to treat, and book an appointment in our salon. Say goodbye to shaving and waxing and enjoy long-lasting smooth skin every day! 🌸

Akár 60% kedvezménnyel élvezheted most a Lézeres szőrtelenítést! 🌸

Elhoztuk neked a nyár legnagyobb akcióját, hogy végre megszabadulj a nem kívánt szőrszálaktól, és minél előbb élvezhesd sima, bársonyos bőröd! 🧑

Ne várj tovább! Kattints az időpontfoglalásra, válaszd ki a kezelni kívánt testrészeid, és foglalj időpontot szalonunkba. Mondj búcsút a borotvának és a gyantázásnak, és élvezd a hosszan tartó sima bőrt minden nap! 🌸

szöveg 5/copy 5 -

The nightmares of popped strawberry skin and ingrown hairs are over! 🌸

Discover the amazing effectiveness of laser hair removal so you can enjoy the freedom of smooth and velvety skin, even after just 1 treatment !

Book your appointment today with a discount of up to 40% so that you can shine with confidence this summer! ✨

Vége a kipattogzott epres bőr és a benőtt szőrszálak rémálmainak! 🌸

Fedezd fel a lézeres szőrtelenítés csodálatos hatékonyságát, hogy sima és bársonyos bőrben élvezhesd a szabadságot, akár már 1 kezelés után !

Foglald le még ma az időpontot akár 40%-os kedvezménnyel, hogy nyáron már magabiztosan ragyoghass! ✨

szöveg 2/copy 2 -

The secret to smooth and soft skin is now up to 60% off! Forget the razor and resin caused inefficiencies! 🌸

✨ Try laser hair removal with us! Book an appointment by clicking on the link, choose the treatment you want, and become the most confident member of your group of friends!

A sima és puha bőr titka most akár 60% kedvezménnyel! Felejtsd el a borotva és gyanta okozta eredménytelenségeket! 🌸

✨ Próbáld ki a Lézeres szőrtelenítést nálunk! Foglalj időpontot a linkre kattintva, válaszd ki a kívánt kezelést, és legyél a baráti társaságod legmagabiztosabb tagja!

szöveg 4/copy 4 -

Soft and velvety skin now with up to 60% discount! 🌸

Most of us dream of never having to worry about unwanted hair.

From autumn, you can use diode laser hair removal again with a 10-40% discount, so that soft skin is more accessible to everyone.

This discount can be combined with +1 other promotion, so you can get the treatment at a price of up to -60%. ✨

More information on our website! 🌸

There are only a limited number of discounted dates available, so reserve your spot today!

Puha és bársonyos bőr most akár 60% kedvezménnyel! 🌸

Legtöbbünk álma, hogy soha ne kelljen aggódnunk a nem kívánt szőrszálak miatt.

Ősztől újra 10-40% -os kedvezménnyel tudjátok igénybe venni a dióda lézeres szőrtelenítést, hogy mindenki számára elérhetőbb legyen a puha bőr.

Ez a kedvezmény +1 másik akcióval is összevonható, így akár - 60%-os áron is hozzájuthattok a kezeléshez. ✨

További infó a weboldalunkon! 🌸

A kedvezményes időpontok csak korlátozott számban érhetők el, így foglald le helyed még ma!

szöveg 3/copy 3 -

Are you thinking about laser hair removal? 🌸

Take advantage of the up to 60% discount in our salon now !

Before our treatments, you can take part in a free consultation to start the treatment series with the greatest possible confidence. Our appointments are selling out fast, so book your place today if you want to get rid of the razor once and for all! 🧑

Click on the link, book your appointment and see you soon! 🌸

Lézeres szőrtelenítésen gondolkodsz? 🌸

Használd ki az akár 60%-os kedvezményt most szalonunkban !

Kezeléseink előtt egy ingyenes konzultáción vehetsz részt, hogy a lehető legnagyobb bizalommal kezd el a kezelés sorozatot. Időpontjaink gyorsan fogynak, így foglald le a helyed még ma, ha te is szeretnél megszabadulni a borotvától egyszer s mindenkorra! 🧑

Kattints a linkre, foglald le az időpontod és találkozzunk mihamarabb! 🌸

the creative - I wanted to use the “extreme size” and “ beauty” factors to catch the attention



**Búcsúzz el a
borotvától!**

**MOST
AKÁR
60%KEDVEZMÉNY
LÉZERES
SZŐRTELENÍTÉSRE**

fioribeauty.sk

translation -

Say goodbye to the razor!

Now up to 60% discount on laser hair removal

Results

- 5 appointments booked

What are my ideas for next steps:

- I asked copywriter chatgpt what he thought of the results. It said that I should continue to run the first two copies, try to rewrite the 3rd copy to make it more effective, and stop the last two if possible.

- My main idea for the next step is to go back to the basics and reach a level 2 awareness audience with Facebook ads

- My other idea is to rewrite the CTA for the best-performing ads to make it more effective, but unfortunately I couldn't write a great urgency because there are 200 free appointments, so I can just write to "hurry up, because the places are limited."

- **Since this is the first time I run Facebook ads, I don't know if these results are good or not.** If so, I should change the text of the website, but since it was aimed at a level 4 audience, I don't think this is the main problem. Here is the website link, I know it is in Hungarian, but I wanted to show where the booking buttons are. Every button you see takes you to the booking system.

<https://fioribeauty.sk/lezeres-szortelenites/>

for the LDP

- the WWP was created for the level 2 awareness audience, but you can read about the current state, dream state and the solution.

Winners Writing Process

Who am I talking to?

- new client who has never tried laser hair removal
- women, 25-45

Where they are now?

- scrolling on fb or ig
- they watch beauty tips and other beauty posts
- **awareness level - (they maybe heard about this solution but they dont know lot about this, because there is no laser hair removal in the nearest cities)they are problem aware: they know about their problem what is their **current state**:**

- they have to shave their whole body every 2nd day
- it takes a lot of time
- it can be painful and they can hurt themselves
- they are tired of having low confidence
 - they are afraid of what people will think about them
 - they are afraid of what her partners will think about them
- they see beautiful women on IG who have no problems with hair removal sessions
- they are frustrated that the shaving and resin doesn't help
- they don't know about salons in the city what can help their problem
- low confidence, no time for it, it hurts, doesn't look good even after shaving, have to be careful with water after shaving, can't wear the dress what they like, always have to take care of how they look because of their partner/other people
- **dream state:**
 - pain free shaving
 - more time
 - smooth skin
 - soft skin
 - more confidence
 - wear the clothes what they like
 - look sexy
 - healthy skin
- **Sophistication**
 - showing new mechanism
 - there are several hair removal solutions but these are not laser type solutions- my clients session is a new mechanism in the city
- **Levels**
 - current desire:
 - they have a high desire for a better solution, better skin
 - belief in the idea:
 - mid because they heard about the solution but they don't know anybody personally who had results from that, they have a lot of doubts about the session
 - Trust
 - they don't know anybody personally who had results from that, they have a lot of doubts about the session
 - others have super low trust because they never been in this salon **(this is the bigger group)**
 - high trust because of the proven results, and they tried other sessions at the salon **(this is the easier group)**
- **Roadblock**
 - the shaving doesn't provide long term results
- **Mechanism**
 - laser hair removal can remove hairs permanently
 - they have to visit sessions probably 4-8 times (for 2-4 months) (it depends on their skin condition)

- even after 1 session they can see BIG RESULTS
- **Product**
 - laser hair removal - permanent results
 - you have to complete a course, which takes about 2-3 months (1 treatment per week)
 - less and less hair will grow continuously, and at the end there will only be a maximum of 1-2 hairs, which can be removed in an instant. So you don't have to shave and wax for at least a year, and even after a year you have to go back for a maximum of one follow-up treatment

What do I want them to do?

- **WIIFM**
 - “the laser hair removal will help me loose hairs probably forever. I will not have to shave every 2nd day, my skin will be smooth and soft, like the models have on IG. The sessions could be a little painful but its also relaxing and a person who knows how to do it, will give me the results I want”
- stop scrolling on IG/FB
- decide to read the ad
- have the curiosity to visit the website or
- immediately decide to book an appointment - I think it will be very hard
- rather visit the website with the intent of booking an appointment - LCD 09 example
- visit the website
- book an appointment

What do they need to see/feel/experience in order to take action I want them to, based on where they are standing ?

- catch their attention with the headline and image
- give them a reason to read the ad
 - call out their problem
 - show them that there is a solution (with information gap)
- show them why they should visit the page/ learn more about the solution
 - amplify desire
 - show them the solution with info gaps
 - build curiosity around the new mechanism
 - crank trust/authority
 - CTA (visit the site with the goal of booking an appointment - they visit the website but they will already have the desire to book a session)

Funnel

- now we are on social media. The person reads the ad, clicks the link with the intent of booking an appointment. On the page she reads more information about how the session works, how it will help. Then she books an appointment with a free consultation where they discuss how long the treatment has to be and how many times she has to repeat the sessions.