

Business Type: Used Car Dealership

Business Objective: Establish a streamlined lead generation funnel using targeted paid ads and optimized landing pages

Funnel: Facebook lead ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

Gender- Both Genders

Age- Ages 18-75

Occupation- No specific occupation

Income level-

Low income- Higher mileage, older cars, everyday traffic cars. Flexible financing options are needed most for this income. Lowest credit scores as well

Medium income- Newer 2010s-2020 and up cars, solid mileage, decent credit scores

High Income—This is the Highest credit score group, the most ready to purchase, the best cars available to this group, and the lowest mileage cars.

Geographical location- Detroit Metropolitan area and beyond

Places with limited public transit- The further from downtown Detroit, the further you are from more public transport.

Places with high commute times- Pretty much anywhere from times 4 am-7 am, 3 pm-6 pm. These times usually have the highest traffic as people get on and off work, as well as get in and out of school.

2. Where are they now?

Current state-

What are they angry about?- They are angry because their car may not be reliable, or that they don't have a car. They also may be mad about their current financial payments

Who are they angry at?- Themselves for not having this perfect method of transportation, nor having a car at all, or having high finance payments

What are their top daily frustrations? Not having a new, reliable car. Their car may have issues often or need to be more efficient regarding gas mileage. If they don't have a car, they might not be happy with taking the bus every day, paying expensive fees for Uber/Lyft, or having to walk/bike everywhere. If a person is actively looking for a new car, they may also constantly be trying to find **good financing**, reliable cars, etc.

What are they embarrassed about?- They might be embarrassed that they have a low-quality, old, unreliable, or slow car. If they don't have a car, they might feel ashamed or embarrassed walking, biking, or being on the bus' time for transportation. If the reader doesn't have a car available, they might feel embarrassed that they can't go hang out with their friends often (Primarily among the younger generation)

How does dealing with their problem make them feel about themselves?- They will feel amazing. There will be a huge relief lifted off their shoulders, not having to worry about relying on others to go somewhere or having to take undesired forms of transportation. Finally getting a reliable form of transportation for themselves might impact their life by a lot.

If they were to describe their problems and frustrations to a friend over dinner, what would they say?- As mentioned in the previous questions, there are 2 groups to cover.

If they had a car- They would complain about its performance, unreliability, (maybe) gas mileage, low quality, and also their payments. Some have finance agreements they cannot afford.

If they didn't have a car- They would complain even more about the difficulty of walking/biking everywhere and how it takes lots of time and energy. In the area that most

customers are in (Detroit), it often isn't safe to walk everywhere alone, especially at night. If they were lucky enough to take the bus, they would complain about how they are on the bus' time, not their own, and how the bus is sometimes inconvenient and dangerous.

Dream State-

If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?-

If they could wave a magic wand, here's what it would look like: They would have their own new, reliable car that performs well. The buyer would like to have flexible financing options tailored to their budget and needs. If they are paying for gas, they would like good gas mileage, and low gas prices(Out of our control)

Side note: The dealership provides cars that would fit this dream, as well as unbelievable financing options for buyers.

Who do they want to impress?

Getting a new car would impress almost everyone in their life (Friends, family, etc). For the income level that most of the customers have, a new car is a big purchase.

How would they feel about themselves if they were living in their dream state?

They would feel amazing. A new, reliable car they can afford is a huge improvement in their life.
The new car owner would feel free to go anywhere they want.

If they were to describe their dreams and desires to a friend over dinner, what would they say?

They would tell the friend they want to buy a brand new, well-performing car with good gas mileage. They'd also mention they want a car that they can finance and be comfortable with the payments.

Level Of Market Awareness-

Most people are either at Level 1 or Level 3

Level 1- They are content with whatever kind of transportation they currently use. There is no thought of getting a new car.

Level 3- They are aware that they don't have a good method of transportation. They are also aware that the solution is to buy a new car. Most people may not know about the dealership, so we are set at level 3

Affordability, flexibility, and reliability are good terms for my target market and their market awareness

Stage of Market Sophistication-

Stage 2- There are only so many dealerships that can exist in an area. Most people don't hear about them often, so they haven't been tired out by new claims, offers, deals, etc.

Analyze competition to identify unique advantages.

Current levels of desire-

Mostly low-medium levels of desire. Some people aren't interested in buying a new car for reasons like money, hassle, etc. Others are aware that they have a problem with their form of transportation and have some desire to change it.

Current levels of certainty in my idea-

Somewhat low. They may not believe that the cars are as good as they say or that the financing is as flexible as advertised

Current levels of trust in the company-

People just hearing about the company will have low levels of trust. Others who have heard of it have probably seen the many social proof videos or testimonial videos from customers who bought a car.

3. What do I want them to do?

What specific action do I want them to take at the end of my copy?-

I want them to click on the paid ad to visit the website, visit the application page, and fill out and submit an application.

What are the perceived costs of the desired action?

Time, effort, hassle, and entering personal info into a company they may not have heard of.

What is the required certainty they need for that action?

They need to be certain that it will be worth their time and effort. They also need to be certain that they will get a good response in a short time.

What is their required trust to take that action?

They need to trust that their entered information will be kept safe and not shared with anybody. (Can't think of anything else they need to trust the company for)

4. Based on their starting point, what do they need to see/feel/experience in order to take the action I want them to?

How will I get their attention?-

Begin the ad with a catchy hook and increase desire.

Example:

"Are you still not driving your dream car?"

"Wishing for reliable, affordable freedom on the road?"

"Stop waiting on your ideas! Stop by us to get a quality vehicle with no hassle!"

How will I increase their specific levels?-

Desired:

Show aspirational yet attainable benefits, like freedom to go anywhere, having a quality vehicle, etc.

Certainty:

Mention good customer service, flexible financing options, etc. Explain how the process of buying a car is easy.

Trust:

Social proof. After every purchase, the salesman and customer record a video. The videos are of the salesman and customer standing in front of the dealership next to the newly purchased car, and the customer gives a good testimonial/review on the dealership explaining how easy, hassle-free, etc. the buying process was. This can be incorporated into ads to raise trust.

How will I bring down perceived costs and thresholds?

Reduce time and effort perception-

In the ad, tell the reader the application takes a few minutes max, it's fast and simple, etc. Also, mention that filling out an application doesn't need any commitment, it's just to see where they are.

Draft

1. Getting attention

Headline: Do you want a quality car with good financing?

2. Creative Relevance and Identifying with their pain

We'll listen up, we have a solution to dealing with an unreliable car, expensive financing, or NO CAR at all.

3. Introducing the solution

Text: Southfield Quality Cars has options for *everyone*

Describing the Dream State (Freedom and Convenience)

You can walk in and drive out *TODAY* with a quality vehicle and flexible financing

4. Building Trust and credibility

Trusted by thousands in Detroit since 1996, we're here to bring you the best

5. Highlighting unique advantages over competitors

6. Reducing perceived costs and commitment

Both are advantages and reduce costs and commitment.

If you're struggling with credit, we got you- we finance *EVERYBODY* guaranteed, we have instant pre-approvals, and it's easy and seamless financing just for you.

7. Increasing certainty and urgency

Cars are going out by the day, so don't wait for someone else to drive YOUR car

8. Reassuring next steps and clear call to action

All you have to do right now is take a couple minutes and fill out your application on our website, and you'll be on your way.

9. Reinforcing benefits and ending with social proof.

Take action like others and call 313-270-3330. Let's see how we can finance you. See you soon.