

Bath Renovation Company

Client is renovation bathrooms and wants me to do google ads.

I have split it up into 3 target groups, but am unsure if that is a good idea due to low search volume.

Copy may sound weird in english but will be translated in german later

WWP

1. Who am I talking to?

- a. Men and Women, aged 30 - 65+, with mid to high income 75k€-200k€+ and within 30 km of bruchsal(small city in southern germany)
- b. They own houses

2. Where are they now?

- a. Current State:
 - i. Look for solution on google
 - ii. feel uncomfortable in their current, damaged bathroom (group 1, complete bath renovation)
 - iii. Their bathtub or shower are damaged. also other things could be damaged or don't feel comfortable/look good(group 2, partial bath renovation)
 - iv. Because of old age or disability they cant use their bathroom easily and need help using the toilet or shower(group 3, barrier free renovation)

1. Find language of customer and implement the same words

- b. Desired State
 - i. Group 1 wants their whole bathroom in a usable state, beautiful and comfortable, maybe even luxurious.
 - ii. Group 2 wants similar like Group 1, but only for specifics like bathtub or showers or something else
 - iii. Group 3 wants to be in usable bathrooms, so they can use the shower easily, go in the bathtub easily, etc.
 - iv. Want the process to be as fast and clean as possible
- c. Level of Awareness
 - i. Level 3, they know about renovation companies
- d. Market Sophistication
 - i. Level 5, there have always been renovation companies, competitors advertise on speed, quality or price.

1. Look at bad or good testimonials of competitors and implement based on this.

- e. Level of Desire: 6/10, depending on the state of the bathroom or the desire for luxury.
- f. Level of Trust in the idea: 10/10, they know renovations work
- g. Level of trust in the brand: 5/10, never heard of the company doesn't know if it competent

3. What do I want them to do?

- a. I want them to read my google ads,
- b. afterwards click on it
- c. Than fill in the form on the website, but irrelevant for this copy

4. What do they need to see/experience/feel to do this

- a. Get their attention with the headline
 - i. Use objective claims on speed or quality
 - ii. Use desire for luxury and comfort
 - iii. Use desire for status, claiming they'll get compliments from their guests
- b. Get them to click with description/CTA
 - i. Point out specific solutions to problems
 - ii. Claim to be proven experts
 - iii. Tell them to see for themselves
 - iv. Tell them they can calculate their costs on the website
 - v. Use Social proof
 - vi. Use experience

Headlines: Group 1

1. Complete bathroom renovation in 10 days
2. Your dream bathroom, made by professionals
3. Transform your bathroom
4. luxurious bathroom renovation
5. Your new Bathroom is waiting
6. Impress your guests
7. Your bathroom: new and modern
8. The best bathroom money can buy
9. perfect bathroom renovation
10. Your bathroom, exactly as you want it
11. [Match their keyword] complete bathroom renovation, bathroom renovation...
12. Bathroom renovation with as little dust as possible
13. Our professionals, become your professionals
14. Quality on time
15. Get your dream bathroom here

Descriptions:

1. Transform your entire bathroom in just days. Modern, functional, and built to last.
2. Get the bathroom of your dreams, fully renovated and hassle-free. Contact us today.
3. Transform your bathroom with expert renovation services. Fast, clean, and reliable.
4. Full bathroom makeovers in 10 days or less. Luxury and comfort await. Learn more here.

Headlines: Group 2

1. Upgrade Your Shower Today
2. Fast Bathtub Renovations
3. Shower Refresh in Days
4. Transform Your Tub Now
5. Quick, Expert Shower Fix
6. Bathtub Renovation Experts
7. Revamp Your Bathroom Fast
8. Damaged Shower? We Fix It
9. Tub Renovation, Done Right
10. New Shower, New Look
11. Freshen Up Your Bathroom
12. Upgrade Your Tub Fast
13. Bathroom Experts Near You
14. Shower Renovations Done Fast
15. Fix Your Bathtub Today

Descriptions:

1. Fix your shower or tub fast with our expert renovation services. Book now!
2. Upgrade bathroom features quickly – expert shower, tub or luxury renovations.
3. Renovate your bathroom's trouble spots with precision. Fast, affordable upgrades.
4. Get a fresh look with targeted bathroom renovations. Focus on what matters most.

Headlines: Group 3

1. Barrier-Free Bathrooms Now
2. Easy-Access Shower Solutions
3. Safe Bathroom, Stress-Free
4. Accessible Bath Renovations
5. Shower Access Made Simple
6. Barrier-Free Bath Experts
7. Renovate for Easy Access
8. Safe Bathrooms
9. Age-Friendly Bath Upgrades
10. Mobility-Friendly Showers
11. Easy Access, Safe Bathrooms
12. Bath Upgrades for Mobility
13. Safe, Barrier-Free Bathrooms
14. Accessibility Made Stylish
15. Comfortable, Safe Bathrooms

Descriptions:

1. Make your bathroom accessible and safe with our barrier-free renovation services.

2. Upgrade your bathroom for easy access. Safe, modern, and senior-friendly designs.
3. Create a mobility-friendly bathroom with expert renovations. Safe, fast, and reliable.
4. Barrier-free bathroom renovations for easy shower and tub access. Contact us now!