

**My client is a plumber.**

**The business objective:** get customer to call us via Google Search ad

## **1. Who am I talking to?**

- a. Cape Town resident.
- b. Owns a residential or commercial property and some water fault has occurred.
- c. Male and/or female.
- d. Respects accountability and follow-through for results
  - i. *Great initial impression and response times, but disastrous result. Unfortunately no accountability, rather elects to duck and dive all phone calls, despite repeated promises to rectify. Very quick to follow up on balance of payment but work is still incomplete. Will definitely not recommend.*
- e. Values availability
  - i. *Really upset that they were fully booked!!!*
- f. Appreciates use of premium materials, tools and craftsmanship.
  - i. *Cheap hardware*
  - ii. *You charge quite the sum of cash and yet the materials you use are poor, putty as a sealer for water.*
  - iii. *I wanted to express my sincere gratitude for the exceptional and professional fix you provided. Your expertise and attention to detail truly made a significant difference, and I am thoroughly impressed with the results.*
  - iv. *Your dedication to ensuring everything was resolved efficiently and accurately did not go unnoticed. It's evident that you take great pride in your work, and your commitment to delivering a high-quality solution is commendable*
- g. Plumber must be fast in response, diagnosis and execution. Courteous And professional. Explains The problem and solution clearly. The price must be reasonable but for high attention to detail.
  - i. *Excellent service from start to finish! The plumber was prompt, professional, and courteous. He quickly diagnosed and fixed our leaky pipe issue, explaining the problem and solution clearly. The work was top-notch, and the price was reasonable. We appreciated the attention to detail and care taken to protect our home. Highly recommend this plumbing business for their expertise, efficiency, and customer-focused approach. 5 stars and well done!"*
  - ii. *Gibson failed to arrive as planned. Waited and waited. Didn't answer calls. Repeatedly lied about how he was around the corner. Big waste of time.*
- h. Values same-day service and 24/7 availability.
  - i. *They were willing to come through the same day to install the new one.*

- ii. *Within 40mins of placing my call, they were on site. They established what the problem was within the shortest period of time and the geyser was fixed within no time*
- i. Values genuine care and effort into their home
  - i. *I'm a bit sad that they couldn't connect the new pump to the power cord we had in the ground, but I understand they are plumbers and not electricians. The guy really tried though and that is what counts.*
  - ii. *Ray is personable and has a hands-on approach.*
- j. Values empathetic plumber and response service
  - i. *Head office was friendly to deal with and the plumber was excellent, friendly, knowledgeable and humble with a big smile on his face. He is truly a gem.*
  - ii. *The staff is friendly and understanding. It is a service based in humanity, understanding, and a strong sense of familiarity that made me feel home in my own home.*
  - iii. *His professionalism and friendly demeanor made the whole experience stress-free*
- k. Values lasting repairs
  - i. *months have passed since the repair and I have had no issues or reason to recall them for any problem related to the repair.*
- l. Values fair estimates with no hidden fees
  - i. *They explained the problem clearly and provided a fair estimate with no hidden fees.*
  - ii. *Absolutely shocking. Got a quote for a toilet mechanism to be replaced at R2300. Looking online parts are R300 and it's a 20 minute job via a YouTube video I found. Then they wanted me to pay R2000 as a deposit...lol! Don't waste your time with these guys, it's all about money for them.*
- m. Service must be efficient and they must leave the area clean.
  - i. *The guy sent to fix our geyser damaged our ceiling and now to fix it is a problem*
  - ii. *Solved burst pipe issue and backfilled hole and placed paving back in a way that you cannot see they were even there.*
- n. Values clear explanation of diagnosis and solution
  - i. *They took the time to explain what was going to be done and I appreciate that hence I am a female doing all these things. I could be put at ease knowing they are doing my things.*
- o. Wants to know for sure that they are actual registered plumbers

## **2. Where are they now? What are they thinking? Feeling?**

### **a. CURRENT STATE**

- i. **What are they afraid of?**
  - 1. Hidden costs
  - 2. Low quality workmanship leading to further damage or problems
  - 3. Plumber is slow, not punctual and misses appointments
  - 4. Damage to home or property as a result of their work

- ii. **What are they angry about?**
  - 1. Unresponsive customer services
  - 2. Being overcharged
  - 3. No-show appointments
  - 4. Messy work
  - 5. Lack of expertise - they don't know how to solve a problem
- iii. **What plumbing problems do they usually have?**
  - 1. Leaky faucets
  - 2. Clogged drain
  - 3. Running toilet
  - 4. Low water pressure
  - 5. Sewer backup
  - 6. Burst pipe
  - 7. Geyser leakage
- iv. **How do they feel about themselves as a result of the problem they're having?**
  - 1. Feel incompetent if they tried fixing it themselves
  - 2. Worried about damage to the home (e.g pipe burst leading to a flood in the home)
  - 3. Stressed because it's inconvenient and disrupts routines
- v. **How do other people see them as a result of these problems?**
  - 1. Negligent
  - 2. Unhygienic
  - 3. Unprepared for residential issues
- vi. **What's keeping them from solving their problem right now?**
  - 1. Can't afford it
  - 2. Potential for unexpected costs, damage and inconvenience is too much work and scary
  - 3. Doesn't trust plumbers because of previous experiences
  - 4. It will be inconvenient and disruptive to their daily routine
  - 5. Procrastination

**b. DREAM STATE**

- i. **What would their dream plumbing service be like?**
  - 1. Fast and efficient service
  - 2. Transparent in communication
  - 3. High quality workmanship
  - 4. Plumber prioritises their needs, treats them with respect and super care about their problem
  - 5. Affordable pricing
- ii. **Who do they want to impress?**
  - 1. Guests (family & friends)
  - 2. Romantic partners who are visiting
  - 3. Home inspectors if they are selling the house
  - 4. Neighbours
  - 5. Themselves
- iii. **How would they feel about themselves once their problem is fixed?**

1. Relieved of stress and worry
  2. Satisfied because toilet/appliance is now working correctly
  3. Proud of themselves for finally taking care of a problem
  4. Safe now that the gas leak is fixed
  5. More in control of their home and life
- iv. How would they feel about themselves when experiencing their dream plumbing service?**
1. Feel like a valued customer
  2. Confident because they know their plumbing system is in good hands

**c. VALUES & BELIEFS**

- i. What do they currently believe is true about themselves and the problems they face?**
  1. They are unlucky and it's out of their control
  2. It's not worth the effort
  3. Guilty and embarrassed for causing the problem
  4. They can't solve it themselves
- ii. What do they currently believe is true about plumbers?**
  1. Overpriced
  2. Rude, late, messy, unprofessional
  3. Only care about money - unwilling to go the extra mile to ensure customer satisfaction
- iii. Who do they blame for the problem they're having?**
  1. Previous plumber's poor workmanship or incompetent employees
  2. The house itself is aging
  3. Their own neglect
  4. Just "bad luck"
- iv. Why have previous plumbers failed in the past?**
  1. Lack of expertise to properly diagnose and repair plumbing issues
  2. Late, messy and rude
  3. Overcharging
  4. Didn't show up at all
  5. Didn't explain diagnosis or costs
- v. How do they evaluate and decide on which plumber to choose?**
  1. Reviews
  2. Experience or expertise in a specific area of plumbing
  3. Most reasonable price from quotes they have got
  4. Availability and response time
  5. Courteous, clear communication, punctual, professional
- vi. What character traits do they value in their plumber?**
  1. Honesty and integrity in pricing
  2. Punctuality
  3. Respectful
  4. Competence in their work

5. Patient and understanding

6. Empathy

- d. **Market awareness:** Level 3. Know the problem that they have (ex. Leaky geyser) and know that the solution is to call a plumber. I need to offer us as the best solution for this.
- e. **Market sophistication:** stage 5. Plumbers have been around since the invention of the toilet, I assume.
- f. **Current level of pain/desire:** we are looking at a maintenance issue. If it's someone who has a leaky tap for example, they want to fix this but it's not a super pain compared to a burst pipe, sewage blockage or something like that. But in both cases, I don't think it's necessary to tell them "hey look Steve your water is leaking and it's going to kill your kids." 8/10.
- g. **Current belief in idea:** they 10/10 believe that a plumber is a solution. But they 0/10 believe in the idea that WE are the best solution. 0/10
- h. **Current level of trust in company:** don't know us. 0/10.
- i. **What are they thinking?**
  - i. Man this toilet's bugging me man. How much is it to get a plumber to fix it?
  - ii. Who of these people here can i trust?
  - iii. Who'll solve my problem the quickest?
  - iv. Who's closest to me?
  - v. Who's the cheapest?
  - vi. Who can best fix this issue?
- j. **What are they feeling?**
  - i. The problem has got them frustrated. Frustrated enough to act a little bit by searching.
  - ii. Switched on. BS detector maxed out.
  - iii. Investigative
  - iv. Protective of their money and property.
- k. **ON THE LANDING PAGE**
- l. **Market awareness:** Level 4. They know us now.
- m. **Market sophistication:** Stage 5
- n. **Current level of desire:** he's at 8/10, still. I probably only need to crank a pain or desire once but that's it. I don't need to tell him that his geyser is going to kill him.
- o. **Current belief in idea:** from his experience with previous plumbers, he knows they should be premium, affordable fast etc. But I think this is in his subconscious. I don't need to convince him of it; i need to make it conscious. I need to convince him that WE can do it. I've semi-convinced him of this. 5/10.
- p. **Current level of trust in company:** I think we've connected with him slightly...but it's still low. 2/10.
- q. **What is he thinking?**
  - i. Who are these people?
  - ii. Can i trust you?
  - iii. How are you better than everyone else?
  - iv. How do i contact you?

- v. What have you done before?
- vi. How do i know you won't mess up my property?
- r. What are they feeling?**
  - i. Super curious
  - ii. One hand on their sales guard ready to put it up ASAP
  - iii. SUPER investigative
  - iv. SUPER protective of their money and property

### **3. Where do I want them to go?**

- a. Stop scrolling
- b. Read our copy
- c. Click the link to the landing page
  - i. What objections does he have for clicking the click the link?:**
    - 1. No difference between you and everyone else
    - 2. I'm worried about risk. Can i trust you?
    - 3. Do you have experience?
    - 4. You're far from me
  - ii. Why should they click us instead of everyone else?**
    - 1. We have a guarantee
    - 2. Free quote
    - 3. *+ unique mechanism described in value equation breakdown above*
- d. Read the page
- e. Call plumber
  - i. What objections does he have for calling us?**
    - 1. What if you're too expensive or have hidden fees?
    - 2. What if you mess up or make things worse? Can you really fix the problem? I don't want to call another plumber after
    - 3. Will you disrupt my day or damage my property?
    - 4. How quickly will you get here?
    - 5. Free quote & guarantee can't be real
    - 6. How good is your communication?
  - ii. Why should they call us instead of someone else?**
    - 1. Clear, transparent pricing
    - 2. Proven 5-star track record
    - 3. High-quality craftsmanship
    - 4. Fast and efficient service
    - 5. We take the time to listen to your concerns, explain the issue, and walk you through the solution.
    - 6. Satisfaction guarantee

### **4. What are the steps they need to take to take to go from where they are now to where they want to go?**

- a. Stop scrolling
  - i. Qualify that it's for you in the headline. "Plumber in Cape Town" or similar

- b. Read our copy
  - i. First sentence outlines roadblock -> solution -> mechanism
  - ii. **Level of effort & sacrifice + perceived likelihood of success:** Lay out offer = satisfaction guarantee
  - iii. **Decrease time delay:** quick response time & diagnosis & 24/7 availability
  - iv. **Dream outcome:** friendly plumber doing un-messy work with premium materials
- c. Click the link to the landing page
  - i. Qualify by listing all possible problems
- d. Read the page
  - i. Qualify them immediately - you're in the right place and we're going to match your needs
  - ii. Signs of credibility via guarantee and testimonials and good design
  - iii. Explicitly state response times
  - iv. Explicitly state that we have competitive pricing
  - v. Assure that we will do a professional, clean job
  - vi. Clearly outline the process from call -> problem fixed. No hidden costs or unexpected delays. Make it seem easy
  - vii. Reassure them that nothing won't go wrong via guarantees.
  - viii. **Roadblock:** water problem in my property that's caused an inconvenience to my day-to-day life
  - ix. **Solution:** call a plumber who's reliable i can trust
  - x. **Mechanism:**
    - 1. **Dream outcome:**
      - a. Premium workmanship
      - b. Not messy
      - c. Friendly
      - d. Not expensive
    - 2. **Perceived likelihood of success**
      - a. Testimonials
      - b. Leadership indicators: concise articulation
      - c. Guarantee
      - d. Free offer - nothing upfront
    - 3. **Time delay:** 24/7 availability and arrive within 1 hour
    - 4. **Level of effort and sacrifice:**
      - a. Free quote
      - b. Satisfaction guarantee
- e. Call plumber
  - i. Decrease level of perceived effort

## My Personal Analysis

This was how I wrote the copy:

Give slave a winning outline -> slave writes -> I add humanity -> slave fixes my flow -> I finalise

1. Weaknesses I saw:

- a. The benefits section was cramped. I initially was trying to combine the stipulated benefit into the sentence. For e.g. "Satisfaction Guarantee to ensure you feel confident we'll get it right the first time."
  - b. The page was lacking in imagery. The "Services" section was initially just vector art.
2. How i tried to fix them:
  - a. I redid a top player analysis and used the format [benefit]: [explanation]. I find that in this way, I'm able to more coherently explain to the reader how this benefit helps them.
  - b. I did another top player analysis and saw that they use specific images for each section and i then added this.
3. Feedback I'm asking for:
  - a. Have I effectively explained and portrayed us as an authority and better than competitors?
  - b. Any other blind spots or weakpoints will be appreciated!

## **The Copy**

### **Google Ad**

We have a lower budget so I'm testing 1 keyword: "Plumber Cape Town"

**Headline 1: Plumber in Cape Town - Fast Response Time Guaranteed**

**Headline 2: Affordable Plumbing in Cape Town**

**Headline 3: Emergency Plumber in Cape Town - 24/7 Availability**

**Headline 4: Reliable Plumber in Cape Town - Satisfaction Guaranteed**

Certified plumbing experts servicing homes & businesses across Cape Town. Satisfaction Guaranteed. Quick Response Time. Services: Emergency Repairs, Leak Detection, Drain Unblocking, Water Heater Installation, Residential Plumbing, Commercial Plumbing.

### **Landing Page**





## Talk To An Expert Plumber Who'll Solve Your Plumbing Emergency in 1 Hour Or Less

When a plumbing emergency strikes, you need a plumber who responds quickly, delivers high-quality workmanship, and gives you peace of mind.

Available 24/7, our plumbers will be at your door in 60 minutes within areas in Rondebosch, Observatory and Parklands\*. Our team will resolve your plumbing issues thoroughly and efficiently whilst leaving your home as clean as we found it.

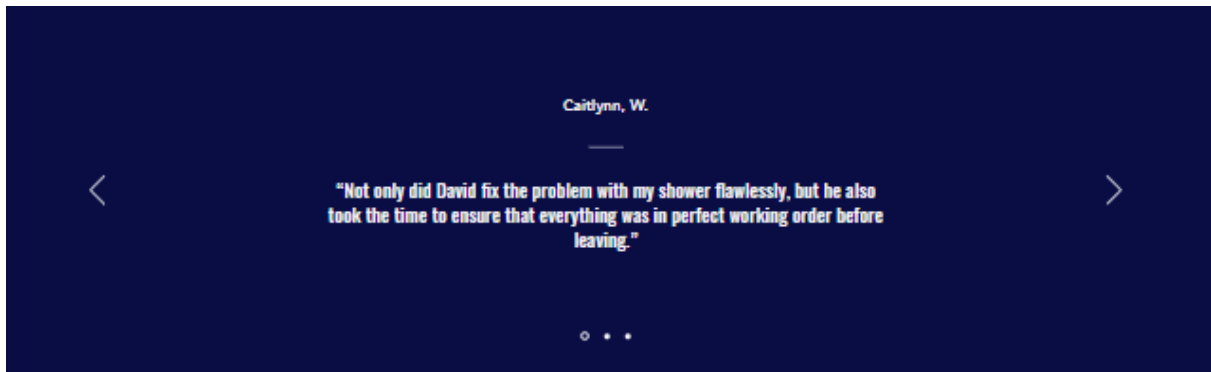
[CALL 071-123-4567](tel:071-123-4567)

## Talk To An Expert Plumber Who'll Solve Your Plumbing Emergency in 1 Hour Or Less

When a plumbing emergency strikes, you need a plumber who responds quickly, delivers high-quality workmanship, and gives you peace of mind.

Available 24/7, our plumbers will be at your door within 60 minutes within areas in Rondebosch, Observatory and Parklands\*. Our team will resolve your plumbing issues thoroughly and efficiently whilst leaving your home as clean as we found it.

[CALL 071 123 4567]



"Not only did David fix the problem with my shower flawlessly, but he also took the time to ensure that everything was in perfect working order before leaving." - Caitlynn W.

"I had a number of plumbing issues for some years at my house. David immediately resolved all of them systematically with no fuss. I was pleased that he did the work and also cleaned up afterwards." - Vyvyan B.

"David responded very speedily to my enquiry regarding my leaking geyser & was impressively punctual on the morning of the geyser installation. Very professional, knowledgeable & courteous." - Florence H.

## Experience Premium Service From Top-Rated Plumbers and Avoid Costly Disruptions

Available 24/7

### 01

#### Satisfaction Guarantee

Rest assured knowing that we won't leave until you're completely satisfied, ensuring the job is done right the first time.

### 02

#### Free Onsite Estimates

You'll know exactly what to expect with no surprises, thanks to our transparent, no-cost evaluation of your plumbing issue.

### 03

#### Meticulous Clean-Up Service

We leave your home as clean as we found it, so you won't have to worry about any mess after the job is done.

### 04

#### Detailed, Proactive Communication

Stay informed at every step, with clear explanations of what we're doing and why, so you're never left in the dark.

### 05

#### State-of-the-art Diagnostics and Equipment



## Experience Premium Service From Top-Rated Plumbers and Avoid Costly Disruptions

Available 24/7

- **Satisfaction Guarantee:** Rest assured knowing that we won't leave until you're completely satisfied, ensuring the job is done right the first time.
- **Free Onsite Estimate:** You'll know exactly what to expect with no surprises, thanks to our transparent, no-cost evaluation of your plumbing issue.
- **Meticulous Clean-Up Service:** We leave your home as clean as we found it, so you won't have to worry about any mess after the job is done.
- **Detailed, Proactive Communication:** Stay informed at every step, with clear explanations of what we're doing and why, so that you're never left in the dark.
- **State-of-the-Art Diagnostics and Equipment:** Experience service utilising the latest technology and tools, ensuring accurate diagnoses and long-lasting solutions to your plumbing problems.

[CALL 071 160 2814]

### Get Access to an Expert Plumber Who Specialises in Your Specific Maintenance Issue

The plumber who arrives at your doorstep should be an expert in solving your exact problem.

With an ability to diagnose familiar issues quickly and resolve it effectively.

That's why, when you call us, you'll be connected with a plumber who's experienced in handling your specific issue—ensuring a swift, on-the-spot diagnosis and a fix that stands the test of time.

CONNECT WITH A PLUMBER NOW

### Get Access to an Expert Plumber Who Specialises in Your Specific Maintenance Issue

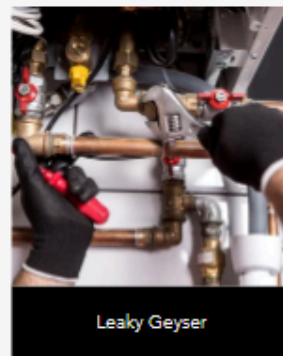
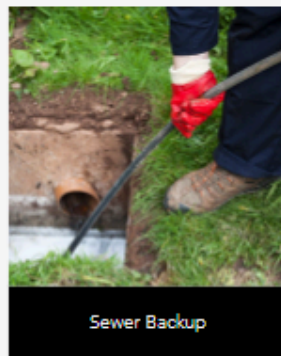
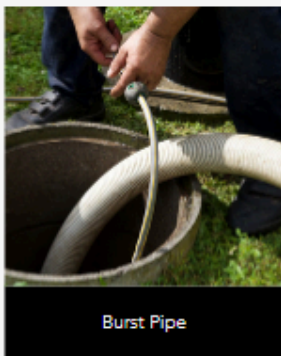
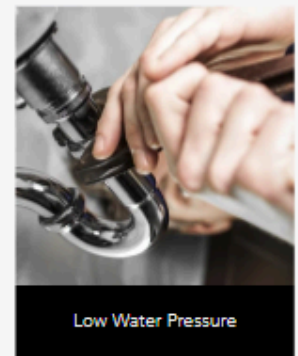
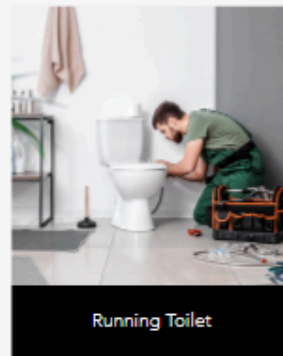
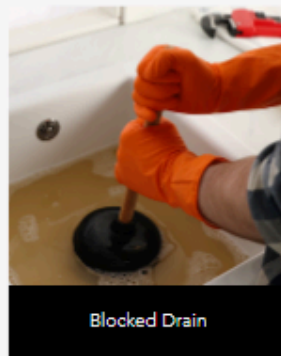
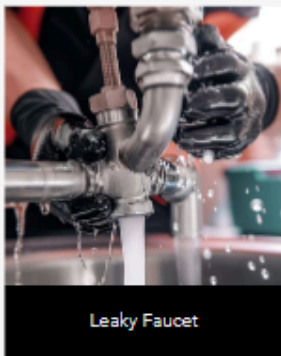
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With an ability to diagnose familiar issues **quickly** and resolve it **effectively**.

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[CONNECT WITH A PLUMBER NOW]

## Our Specialties Include (But are not limited to)



## Our Specialties Include (But are not limited to)

- Leaky Faucets
- Clogged Drains
- Running Toilets
- Low Water Pressure
- Sewer Backup
- Burst Pipes
- Geyser Leakage

# You're One Click Away From Immediately Solving Your Plumbing Problem

If you call us now, you'll have a skilled plumber at your door within 60 minutes—guaranteed.

And you won't pay a cent upfront—no callout fees, no estimate fees.

Once you click the button below, you'll speak directly with David, our lead plumber, who'll send a team member (best-fit for your issue) to your location.

We'll warmly and expertly diagnose your issue on the spot and clearly explain the solution with a 100% free quote.

So click the button below to get your plumbing issue solved before it gets worse.

CALL NOW

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## Revision

- **Context:** upon review of the project with my client, we went back-and-forth on opposing ideas for the landing page, and compromised that we will test his current homepage first before testing mine. When launching the ads, I wasn't sure which ad type is best between "Direct Call ad" and "Responsive Search ad" - I asked Jarvis and he suggested call ad. Here were the results for the ads (they all had the same description from above):

**Headline 1: Emergency Plumber in Cape Town | 24/7 Availability**

**Clicks (calls):** 10

**CTR:** 5.68%

**CPC:** \$4,05

**Headline 2:** Reliable Plumber in Cape Town | Satisfaction Guaranteed

**Clicks (calls):** 7

**CTR:** 2.25%

**CPC** = \$4,74

**Headline 3:** High-Quality Plumber | Competitive Pricing

**Clicks (calls):** 3

**CTR:** 9,38%

**CPC** = \$2,37

**Headline 4:** Plumber in Cape Town | Fast Response Time Guaranteed

**Clicks (calls):** 2

**CTR:** 2.7%

**CPC** = \$2,42

## **How I Plan to Proceed**

I had made the mistake before we released the ads of not having a specific enough goal for me to crush. I.e his goal was "I want to have jobs everyday". In our strategy call tomorrow, i want us to define a specific goal for next week for me to overdeliver, for e.g. "30 calls by Saturday 8pm" - then I upsell. My strategy to do this is by increasing the clicks we are getting. I analysed top players and saw that they are doing mostly Responsive Search Ads with call extensions instead, so I'm going to do a new ad group for responsive search ads like that. I asked Jarvis and he agreed. I think Responsive Search Ads will help achieve that also because they occupy more real estate for me to write copy to persuade my avatar.

**I'll appreciate your feedback on the new descriptions I wrote:**

**Description 1 (24/7 availability):** 24/7 emergency plumber at your door in 60 minutes or less. Available for all plumbing issues.

**Description 2 (reliability):** Reliable plumbing services near you with upfront estimates and no hidden fees.

**Description 3(location):** Certified plumbing expert servicing homes & businesses in Sea Point, CBD, Northern and Southern Suburbs

**Description 4(pricing) :** High-quality plumbing at competitive prices.

**Callout 1:** Satisfaction Guaranteed

**Callout 2:** Quick Response Time

**Callout 3:** Call now for immediate help

**Callout 4:** Call now for a free estimate

## **Personal Analysis**

**Weaknesses I saw:**

1. Jarvis said that my copy was not driving action and displaying unique benefits.

2. The headline about “competitive pricing” didn’t get many clicks before. My client has said before that pricing is a big differentiator, so I want to test it again as a description and not an unclear headline.

**How I tried to fix them:**

3. I refined the copy accordingly to display more uniqueness, but I then realised if I add a CTA to each description it will become redundant because Google combines the descriptions. So I added 2 CTA’s as callouts instead.

**Feedback I’m asking for:**

1. Please let me know of any loose ends in the descriptions.
2. Will smashing this project be enough of a platform to upsell to \$1k? Do you have any more suggestions of value I can bring to him?