



The Direct Marketing Association
of Northern California

CERTIFICATION WORKSHOP

META (FACEBOOK & INSTAGRAM) + TIKTOK ADVERTISING MASTERCLASS.

Jake Mehani

Director of Growth at Creative Analytics





The Direct Marketing Association
of Northern California

CERTIFICATION WORKSHOP

MODULE 2:

Finding Your Creative Unicorn
Over & Over Again





The Direct Marketing Association
of Northern California

CERTIFICATION
WORKSHOP

JAKE MEHANI

- Director of Growth (META & TikTok) at Creative Analytics
- Over 12 years of performance advertising experience & \$150mm+ ad spend on Facebook, Instagram, and TikTok.

I currently work as the Director of Paid Social, Creative, and Training at Power Digital Marketing, a full-service performance marketing and creative agency.

Over the past 8 years I worked and scaled the following brands from their infancy in paid social to successive years in profitable revenue. Brands include Hooked On Phonics, Aeroflow Healthcare, Motif Medial, Goldbelly, Caraway, Justworks, Lacoste, Hippeas Snacks, WhatDoYouMeme & RBX Active.

Creative
ANALYTICS



ABOUT US

- The Direct Marketing Association of Northern California was formed to educate, inform and provide networking opportunities for marketing professionals in the San Francisco Bay Area and beyond.
- We have evolved to offering best-in-class live online education worldwide through our workshops and certification program, taught by world-renowned instructors. More than 2,500 professionals take advantage of over 100 workshops dates and times offered per year.
- Workshop topics include:
 - AI for Digital Marketing
 - SEO
 - Google Ads
 - Google Analytics 4.0/Looker Studio
 - Email Marketing
 - Social Media (Organic and Paid Advertising)
 - Content Marketing
 - Personal and Thought Leadership Brand Marketing
 - Podcasting and YouTube Marketing
 - Copywriting and AI in Copywriting
 - Video Production for Social Media
 - B2B Product Marketing and Account Based Marketing (ABM)
 - Sustainable Marketing

BECOME A CERTIFIED DIGITAL MARKETER

- Earn a **Certified Digital Marketer (CDM)** certificate by completing any eight of the course modules within two years.
- Take classes live online or recorded, or a hybrid of both.
- You decide the courses you want to take.
- Students who complete a certification program will receive a frameable certificate and a digital badge for their website, email signature, or social profiles.
- Find out more at <https://dmanc.org/certified-digital-marketer-cdm-requirements/>



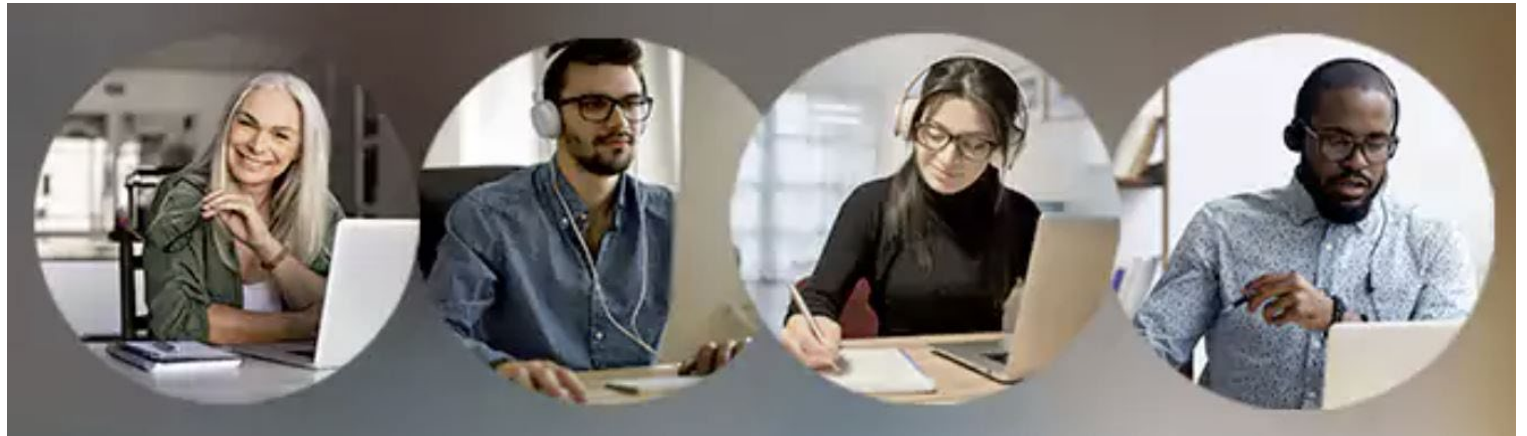
BECOME A CERTIFIED SUSTAINABLE MARKETER (CSM)

- Earn a **Certified Sustainable Marketer** (CSM) certificate by completing the 3-module series.
- Take classes live online or recorded, or a hybrid of both.
- Students who complete the CSM certification program will receive a frameable certificate and a digital badge for your website, email signature, or social profiles.
- This Certificate also qualifies as 3 course modules toward the **Certified Digital Marketer (CDM)** program.
- Find out more at <https://dmanc.org/certified-sustainable-marketer-csm-requirements/>



AFTER THIS CLASS

- The video recording of this workshop will be sent the day following each module.
- It will be sent from the email no-reply@zoom.us.
- If you don't receive it, check your email spam or junk folder.
- Please whitelist the above email address so it doesn't go into your email spam or junk folder.
- If you still don't receive it, please fill out the Contact Us form at DMAnc.org and we'll be sure to get it to you some other way.



WE WANT YOUR FEEDBACK

- Your feedback is very important to us.
- We look at each survey and use the input to improve the class and plan future workshops.
- We value your time, so we'll send you a \$10.00 Amazon eGift card as a thank you for completing the survey.
- Your Amazon eGift card will come from gc-orders@gc.email.amazon.com (please whitelist). If you don't see it check Junk/Spam folders or contact us using the DMAnc.org website Contact Form.



GLOSSARY OF KEYWORDS AND JARGON

- **Top Performing Ad / Winning Creative / Unicorn Ad** – An ad that is driving purchases or leads at the cost per purchase or lead goal, and at scale.
- **Hook, Narrative, Script, Concept** – Storyline designed to catch people's attention.
- **Edutainment** – Refers to video content that presents educational material in an entertaining format. This style of content has become increasingly popular social media platforms. This approach to education is designed to make learning more engaging and accessible for viewers, and can cover a wide range of subjects, from math and science to history and language learning.
- **Creative Iteration** – Is when we identify an ad (static or video) whose performance shows promise but not at our goal yet, for example the ad is generating a \$20 cost per lead when the goal is \$15. Since this ad is quite close to our cost per lead goal, rather than create a net new script/hook, would we iterate on the ad, changing the visual hooks, graphics, or messaging, etc in order to create a version that achieves the KPI goal of \$15 cost per lead. Another instance where we iterate is when we identify an ad that is achieving the KPI goal at scale. For example, a video ad spending \$500 a day at a \$14 cost per lead. Instead of creating a new concept, we will iterate on that by creating versions with new or different varying intro visual hooks, graphics, or messaging in order to create new KPI achieving ads much faster vs. starting from scratch with a new concept. It's most efficient and best practice to create variations of KPI achieving ads vs starting from scratch.
- **Stop Rate** – the % at which users stop scrolling when your ad appears in their feed

TABLE OF CONTENTS

The History & Evolution of Performance Creative (ads) on Paid Social.

- Reviewing the Top Performing Ads
- Why User-Generated Content is the best?
- What is Crossover Creative?
- What is Modular Content Creation?
- Top 15 Crossover Creative Hooks Ads
- The Hook Lists

Getting Started with Ad Creation & Script Writing

- Research Method + ChatGPT Prompts
- Not All Prospects Are Created Equal
- Formula - Educate, Demonstrate, Inform, and Entertain" (E.D.I.E) + 3 Reasons To Buy
- Script Building - (Creator Edition)
- Content Blocks / Legos
- Video Ad Lengths, Dimensions, Safe Zones, & FAQ's

Creative Testing Process Best Practices.

- Creative Testing Campaign / Ad Set Structure
- How much budget should be allocated to creative testing

Creative Testing Process Best Practices. (cont.)

- When to pause or continue iterating on an ad showing promise
- Run Off Test

Measuring Creative Success & Failure.

- Creative Iteration Background & Steps
- How to interpret creative metrics and create actionable insights
- Creative Metrics Formulas
- Why the first 3 seconds are so important in your ad creatives. Stop Rate!!
- Thumbnail / Video Cover Image Testing

Iteration Process & Avoiding Ad Fatigue.

- Examples of using the Creative Playbook to create Iteration of top performing ads or ads that are close to the KPI goal.
- Creative Iteration Best Practices.
- What is Ad Fatigue and how it's measured?

How to get started with User-Generated Content.

- Which services to use for UGC, and what to look for in a content creator + video content editors
- Should you be looking at a creator marketplace or should you find creators on your own?
- Customer Generated Content Pipeline Setup
- META + TikTok Creative Ad Library



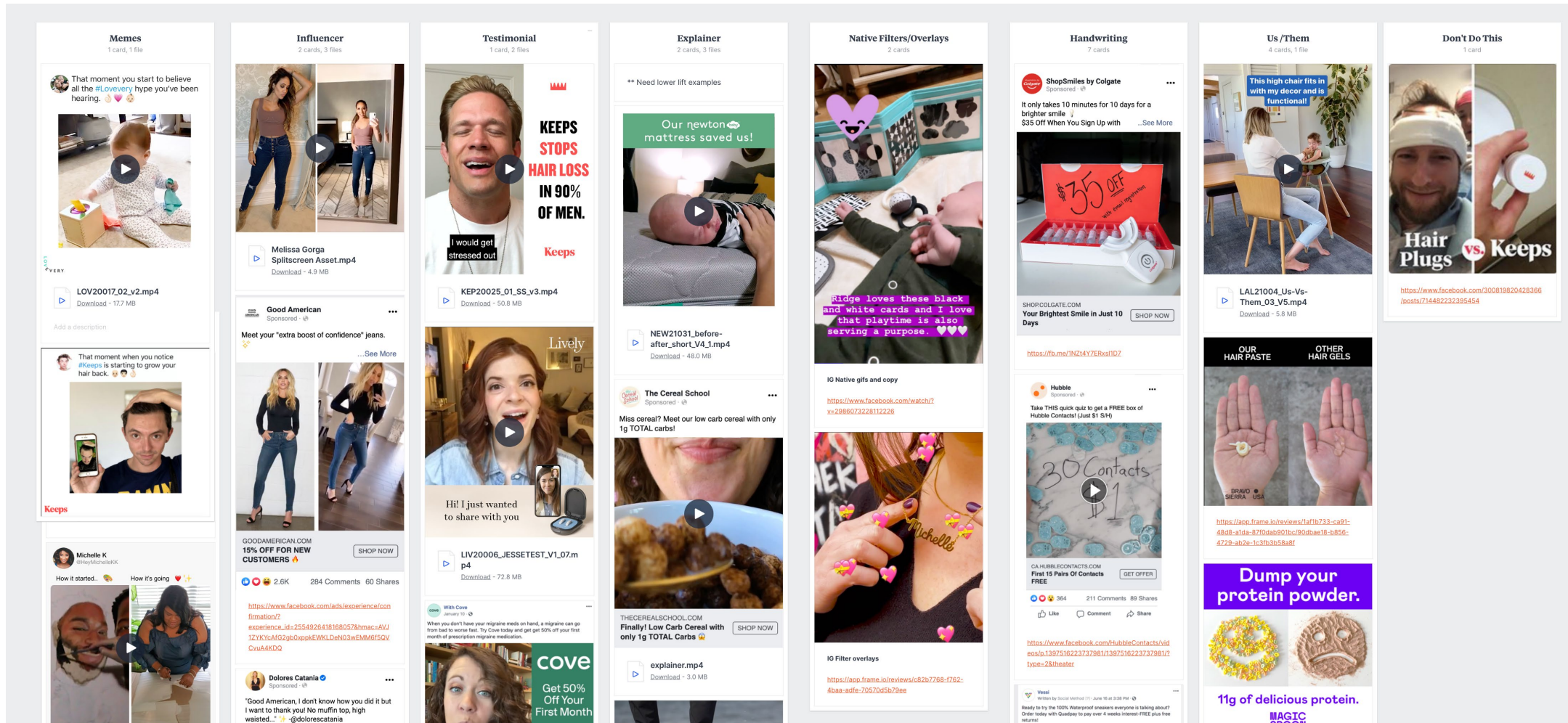
The Direct Marketing Association
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CERTIFICATION WORKSHOP

THE HISTORY & EVOLUTION OF PERFORMANCE CREATIVE (ADS) ON PAID SOCIAL

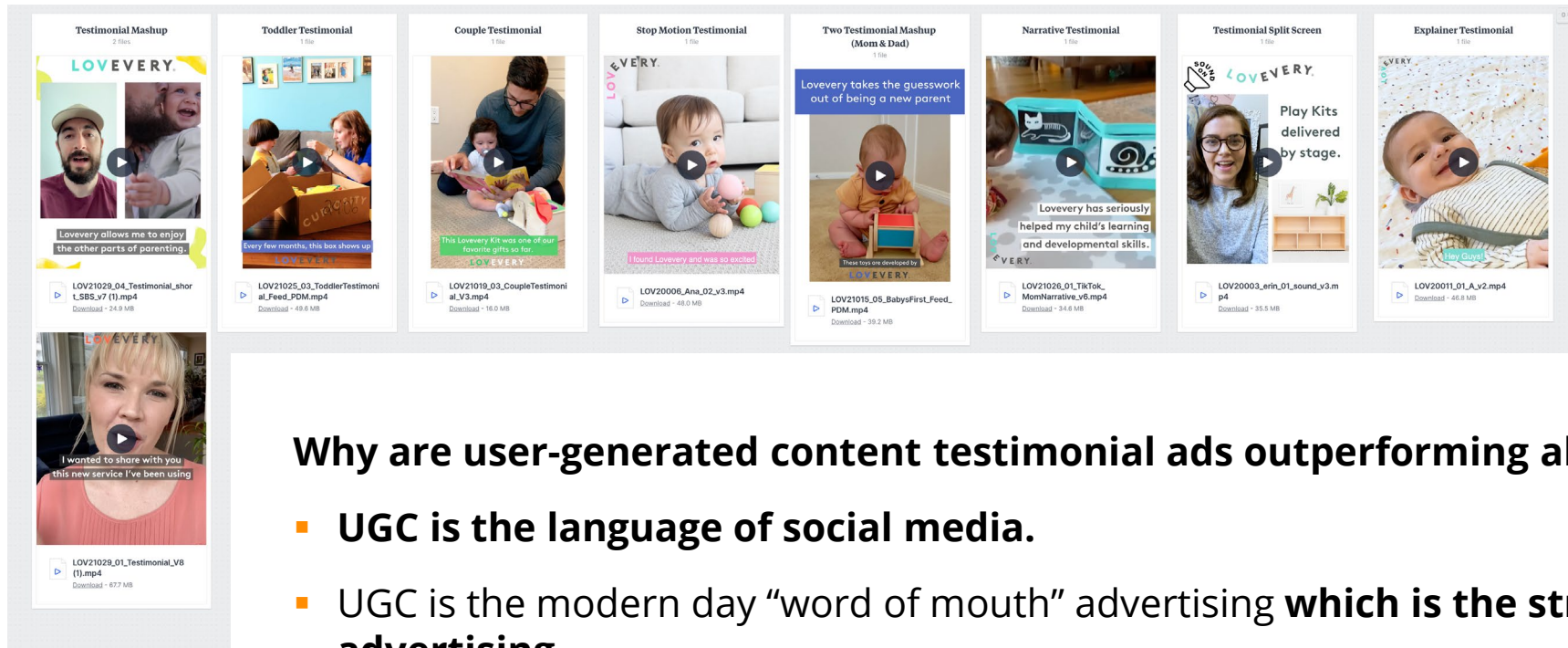
- Reviewing the Top Performing Ads
- Why User & Customer Generated Content is the best.
- What is Crossover Creative?
- What is Modular Content Creation?
- Top 10 Crossover Creative Hooks Ads
- The Hook List

HISTORY OF TOP PERFORMING ADS ON META



[Link to create your own Creative Playbook Template](#)

HISTORY OF TOP PERFORMING ADS ON META PART II



Why are user-generated content testimonial ads outperforming all other creative formats?

- **UGC is the language of social media.**
- UGC is the modern day “word of mouth” advertising **which is the strongest form of advertising**
- UGC doesn't mean low quality.
- UGC can drive high-impact results.
- UGC allows us to guide the targeting algorithm to various demographics – always represent your customer in the ads.

CROSSOVER-CREATIVE ASSETS – 1 AD TO RULE THEM ALL!

Repurpose Your Creative Across Different Platforms



TikTok Creative

Repurpose on:

- Facebook
- Instagram
- Pinterest
- Snapchat
- Twitter

Creative Specs:

- 9:16 video
- Videos can be max 1 minute
- TikTok recommends 9 - 15 sec.
- Influencer + UGC content recommended



FBIG Creative

Repurpose on:

- Pinterest
- Twitter
- Reddit (with edits)

Creative Specs:

- 1:1 images
- 4:5 (feed) and 9:16 (story/reels) video
- Recommend testing a wide variety of UGC, editorial, and produced content



Pinterest Creative

Repurpose on:

- Facebook
- Instagram
- Twitter

Creative Specs

- 1:1 or 2:3 images
- 1:1 or 9:16 videos
- Videos can be max 15 minutes
- Recommend testing UGC and produced content



Alt. Platform Creative

Snapchat, Twitter, Reddit

Snapchat creative works well in:

- IG Stories

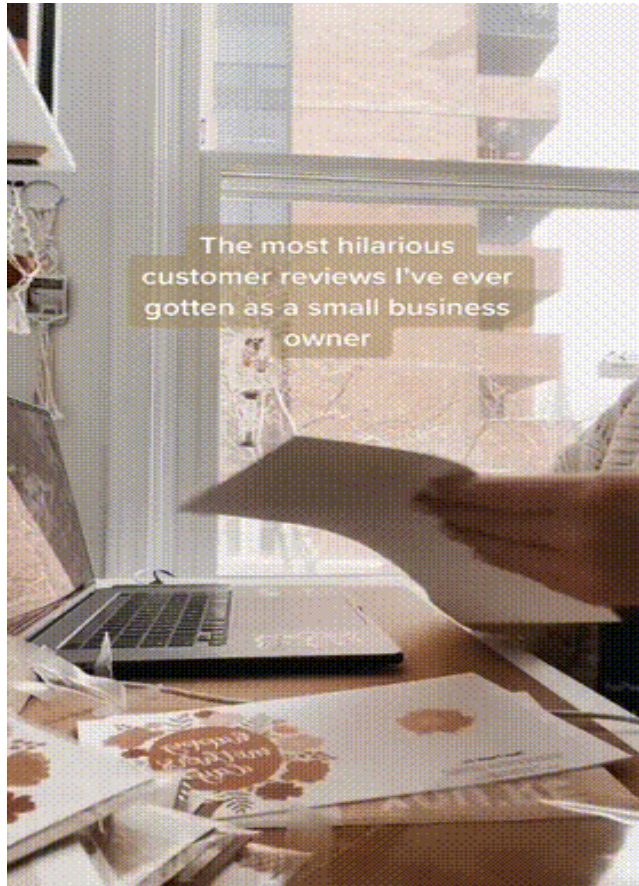
Twitter creative works well on:

- Facebook
- Instagram

Reddit creative works well on:

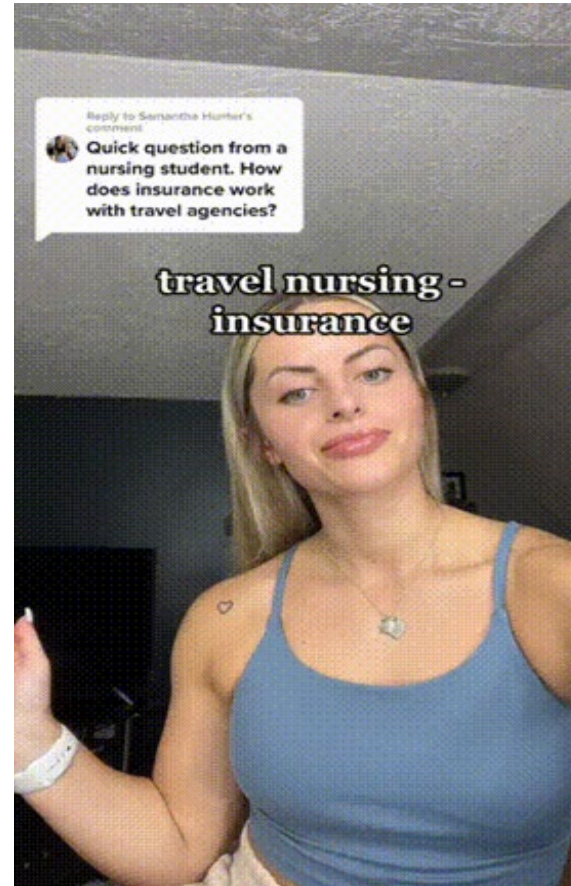
- Facebook
- Instagram

TIKTOK'S 3 CONTENT PILLARS – EDUTAINMENT



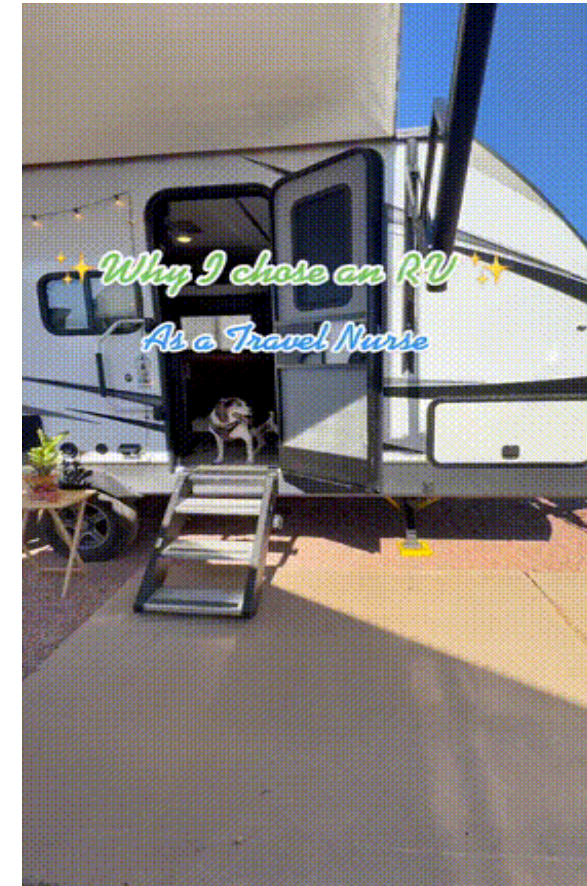
Entertainment

Where it all started.
Dances, skits, trends, performances.



Educational

People love to learn from other Lifestyle hacks, cooking recipes, skincare Tips, makeup routines, history, philosophy, and so much more!



Inspirational

Romanticizing everyday life like routine and travel. Using trending sounds to make life look like a movie.

MODULAR CREATIVE: 70% CUSTOMER UGC / 20% TRENDING HOOKS / 10% I LOVE CORN!

Script

Product / Landing Page URL: [The Perfect Jean](#)
 Video Type: 3 Reasons Why
 Format: Green Screen + testimonial
 Video Ad Title:
 Variations: 5
 Video Length: Example: 25-30 seconds

Shot List:

SV means "selfie video"

SV: Creator speaks on camera, shows product

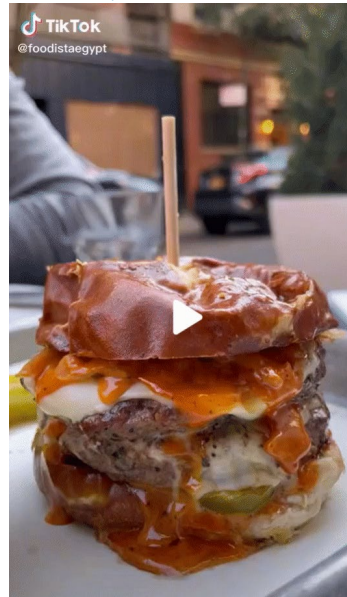
B-Roll: Clips of Creator with product in use

Multiple Clips

- Product Shots
- Shots of boyfriend wearing Jeans
- Include screenshots of sizing options - pull from product page

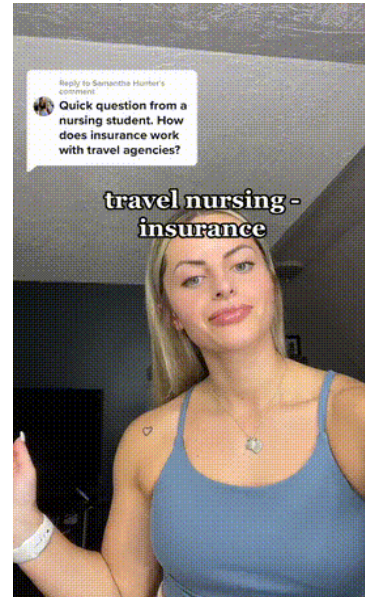
Visuals are essential, 9/10 times its the script that unlocks scale, empathy, captures attention, establishes the product as the hero. Lastly, the script or questionnaire provides the bricks for iterations and high quality editing footage for the "Modular System"

Footage



Footage is the another powerful visual for storytelling, highlighting product features, capturing emotion. This should be a no brainer

Actor



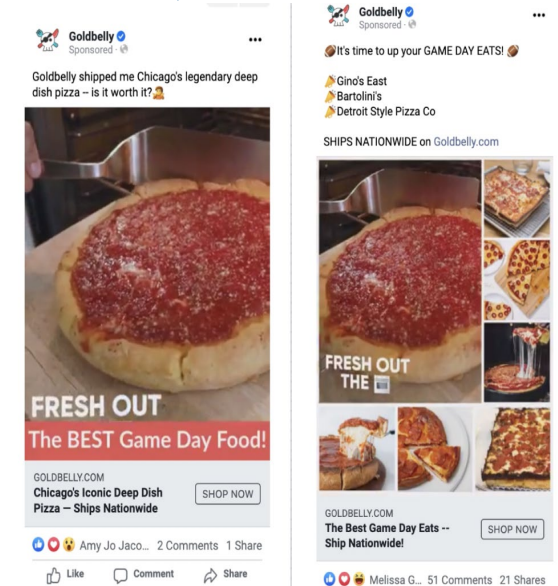
UGC isn't dead! UGC from Fiverr is DEAD! The actor or customer should love or hate the product, speak with passion and experience. You can't fake truth.

Editing



Post-production will make or break your story. From splicing voiceovers to explosive transitions from one frame to another. The editor brings the story to life and provides all the accoutrements to hold the users attention!

Iteration

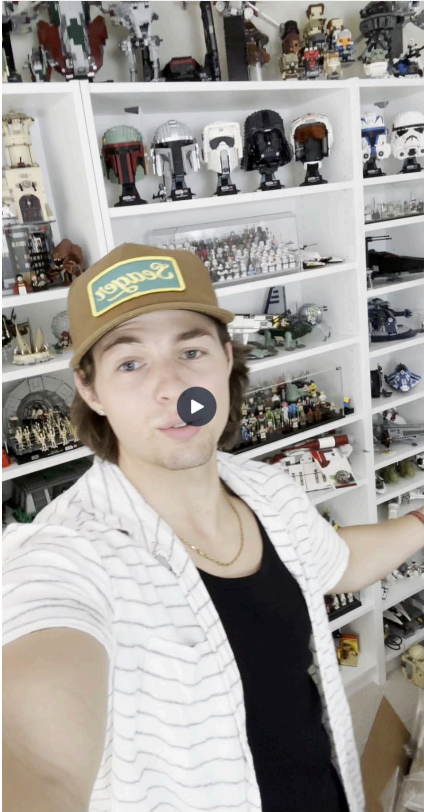


We often don't hit a home run on our first try. Iterating on ads that show or promise or ads that are spending \$10k a day. An iteration process is crucial to getting the scale, continuity, and profitable growth. Furthermore, how we get the most out of the footage, time, money, etc. all of our effort. It's easier to create 5 iterative unicorn ads vs. a brand new unicorn ad.

MODULAR CREATIVE: SCRIPT WRITING / FOOTAGE – CREATOR TEMPLATE

Ad Inspiration

6 cards, 1 file



87F14992-C2ED-43AB-B838-04766DC27D7F.mov

Download - 78.6 MB



Are The Reviews

Shot List:

Selfie Video: Creator speaks to camera

Introduction Shot:

- A dynamic and visually appealing shot of your display cases with various LEGO sets showcased inside.
- Close-up shots of LEGO minifigures and intricate details inside the cases.
- Camera movement to draw attention to different angles of the display cases.

Problem-Solution Shots:

- Before-and-after comparison shots:
- A cluttered and dusty LEGO collection before using your display cases.
- The same LEGO collection neatly organized and dust-free inside your cases.
- Show close-ups of dust particles on LEGO sets and then being wiped clean inside your cases.
- Highlight the ease of organization with shots of LEGO sets being placed inside the cases.

Features Shots:

- Close-up shots of the dust-resistant design, emphasizing its effectiveness. Showcase UV-protective materials by having a UV light source showing the protection.
- Shots of the locking mechanisms in action to demonstrate security.
- Display different customizable sizes and styles of your cases.

Visual Appeal Shots :

- Vibrant and well-lit shots of LEGO sets inside your display cases.
- Slow pan or slide shots to show the seamless organization and presentation.
- Highlight how the display cases enhance the aesthetic of the LEGO collections.

Customer Testimonials Shots:

- Clips of satisfied customers talking about their positive experiences with your display cases.
- Show customers interacting with their organized LEGO collections inside your cases.
- Overlay customer testimonial text on these shots for added impact.

Call to Action Shots:

- Show text on-screen with an inviting message like "Elevate your LEGO collection today!"
- Display your website URL and contact information.
- Highlight any limited-time discounts or special offers with animated text.

Quick Attention-Grabber:

- An exciting and dynamic shot that immediately grabs the viewer's attention.
- Quick cuts of visually appealing LEGO sets or unique display angles.

Solution Tease Shots:

- Quick shots showing your display cases without showing too much.

Hook List:

Protection and Preservation:

- 3 ways you can use our LEGO display cases to protect your valuable sets.
- Attention collectors! Learn how to preserve your LEGO sets with us.
- Protect your valuable LEGO investments with our display cases.
- How I lost my fear of damaging LEGO sets and found the perfect solution.
- Want to keep your LEGO sets in mint condition? Watch and learn.
- Want to maintain the value of your LEGO sets? Watch and learn.
- What would you do if your LEGO sets were always in perfect condition?
- Worried about UV damage to your LEGO pieces? Discover our cases.

Dust Prevention:

- Am I the only one who wants their LEGO collection to stay pristine?
- Does anyone else hate cleaning dust off their LEGO sets?
- Don't let dust ruin your LEGO sets. Learn how to protect them today.
- Getting rid of dust and clutter in my LEGO room was easier than I thought.
- This is a reminder to LEGO enthusiasts: Dust is your enemy no more.
- Worried about dust ruining your LEGO creations? Watch this.

Showcasing:

- Are you a LEGO fan? This video is a game-changer for your collection.
- Attention all LEGO enthusiasts! It's time to showcase your sets like a pro.
- If you want to showcase your LEGO collection flawlessly, do this.
- If you're a LEGO collector, this is a must-watch video!
- Ready for a LEGO room transformation? Watch this for inspiration.
- Ready to create a stunning LEGO display? Let us show you how.
- Ready to showcase your LEGO creations like a pro? Watch now.
- The best way to showcase your LEGO sets is here. Don't miss out.

Organization:

- Behind the scenes of the ultimate LEGO collection organization.
- Discover the space-saving secrets of our LEGO display cases.
- Do you have a growing LEGO collection? Discover our organization hacks.
- Here's my advice for every LEGO collector who wants to keep their sets organized.
- Let me tell you about the time my LEGO collection got a makeover.
- Tired of hunting for LEGO pieces? Discover our organization solutions.
- Tired of searching for the perfect LEGO display?
- Transform your LEGO space into a masterpiece with our display cases.
- Unlock the potential of your LEGO collection with our organization tips.
- Unlock the secrets to a clutter-free LEGO room with our tips.

Security:

- My go-to LEGO display cases for keeping your collection dust-free.
- Never worry about damaged LEGO sets again. Discover the magic of our cases.

Preventing Discoloration:

- Unpopular opinion, but LEGO display cases are a game-changer.

Customer Testimonials:

Talking Points:

Problem-Solution:

- Show clips of dusty or disorganized LEGO collections.
- Highlight the common problems LEGO owners face: "Are your precious LEGO sets gathering dust? Struggling to keep them organized?"
- Introduce your display cases as the solution: "Introducing our premium display cases, designed to protect, showcase, and organize your LEGO masterpieces!"

Features:

- Showcase various features of your display cases: Dust-resistant design.
- UV-protective materials.
- Locking mechanisms for security.
- Customizable sizes and styles.
- Emphasize how these features address the problems mentioned earlier.
- shopPOPdisplays is working with the LEGO Group as an official LEGO® Affiliate.
- Made in USA
- Fast Shipping

Product Description - Minifigures

Introducing our Wall Mounted Display Case for LEGO® Minifigures at shopPOPdisplays! These premium acrylic display cases are the perfect solution to showcase and protect your prized LEGO® minifigure collection. Designed with meticulous attention to detail, these display cases are specifically crafted to enhance the beauty of your minifigs while keeping them safe and organized.

Our display cases are designed for seamless construction with our RTA design. They have a magnetic front panel to easily add or change your collection and offer added protection for your Minifigures. Complementary cloth gloves and Novus cleaning wipes are included to ensure your display case stays dust-and-fingerprint free.

Each case is multi-tiered with a series of Clear official LEGO® studs to securely accommodate your Minifigures along with all their accessories. They are easy to assemble with included hardware and screwdriver. They are easy to transport as they ship flat.

- Made in-house, in our USA facility
- Premium quality, clear acrylic material to showcase your favorite Minifigures
- This case is specially designed to fit 24 Minifigures wide with 5 different tier heights available
- Provide peace of mind by safeguarding your LEGO® Minifig collection from accidental knocks and damage
- Ensure perfect alignment and stability of your Minifigs with embedded studs, allowing for even spacing and secure placement
- Compatible with all Minifigure series, enabling you to display your entire collection seamlessly
- Enjoy hassle-free maintenance with optimal dust protection, eliminating the need for

Captions + Graphics:

- Graphics Overlays:** I would suggest adding text-overlays, similar to the subtitles though larger and more profound/bold to highlight key messaging. For example, major problems or solutions, any lists. The text-overlay is used to reinforce the main selling point from the voiceover.

Subtitles:

Text Placement: Avoid person in video

Audio Notes: Chill upbeat music (something that is still fun but doesn't take away from the speaker)

Customer Testimonial Questions

Product Questions:

- How long have you been using ShopPop LEGO display case for? What made you decide to buy it?
- What are your favorite features of the ShopPop Lego display case. Demonstrate it for us, if possible
- Show us your favorite Legos in their ShopPop Lego display ca
- Do you have any additional thoughts or comments about bran ShopPop Display cases? Your feedback plays a crucial role in promoting us!
- Please record yourself showcasing/using the ShopPop display case for at least 30 seconds. Place your camera somewhere stable or ask someone to record you.

Customer Journey Questions:

- When did you realize you needed a Lego display case
- What were you doing when you realized it?
- Once you found a solution, what steps did you go take to see it.
- What was the end result after buying it?
- How did you hear about the ShopPop Display?
- What would you do if this ShopPop Display cases were not available?

MODULAR CREATIVE: SCRIPT WRITING / FOOTAGE

	Version A		Version B		Version C
HOOK	Show Problem	HOOK	Before & After	HOOK	Desired Result
BODY	Unboxing	BODY	Intro Product	BODY	Unboxing
	Demo		Demo		Benefits
	Benefits		Benefits		Demo
	Before & After		Buying Experience		Before & After
CTA	Desired Result	CTA	Desired Result	CTA	Buying Experience

MODULAR CREATIVE: QUESTIONNAIRE + MASH UP

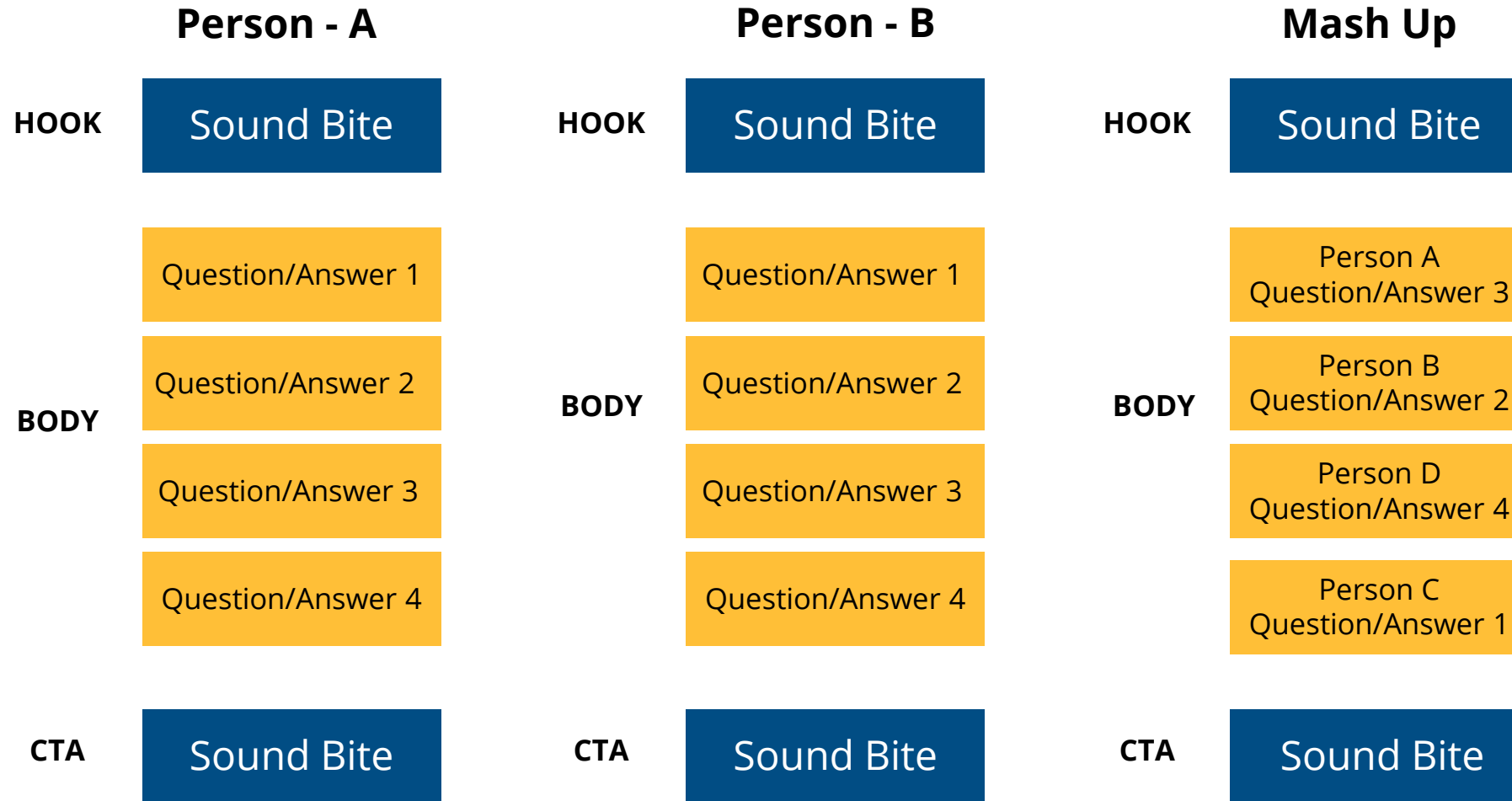
Product Questions:

1. How long have you been using x for? What made you decide to buy it?
2. What are your favorite features of the x. Demonstrate it for us, if possible
3. What size x do you wear? How well does it meet your physical requirements? Please provide more details
4. Share with us the specific times or activities when you choose to wear your bra. Is it for workouts, work, or daily wear?
5. Do you have any additional thoughts or comments about brand x? Your feedback plays a crucial role in promoting us!
6. Please record yourself showcasing/using the product for at least 30 seconds. Place your camera somewhere stable or ask someone to record you.

Customer Journey Questions:

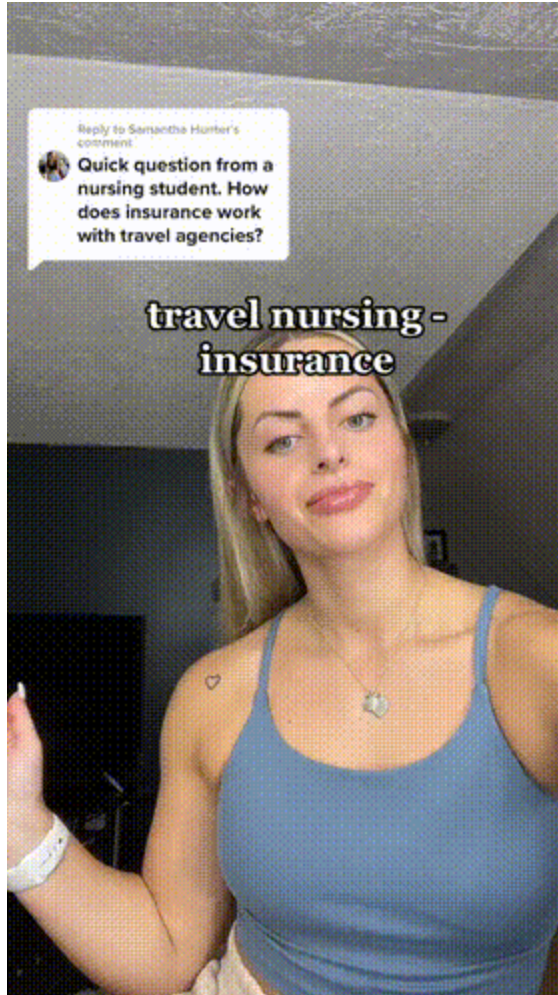
1. When did you realize you needed the product or service
2. What were you doing when you realized it?
3. Once you found a solution, what steps did you go take to secure it.
4. What was the end result after buying it?
5. How did you hear about the brand?
6. What would you do if this product or service were not available?

MODULAR CREATIVE: QUESTIONNAIRE + MASH UP



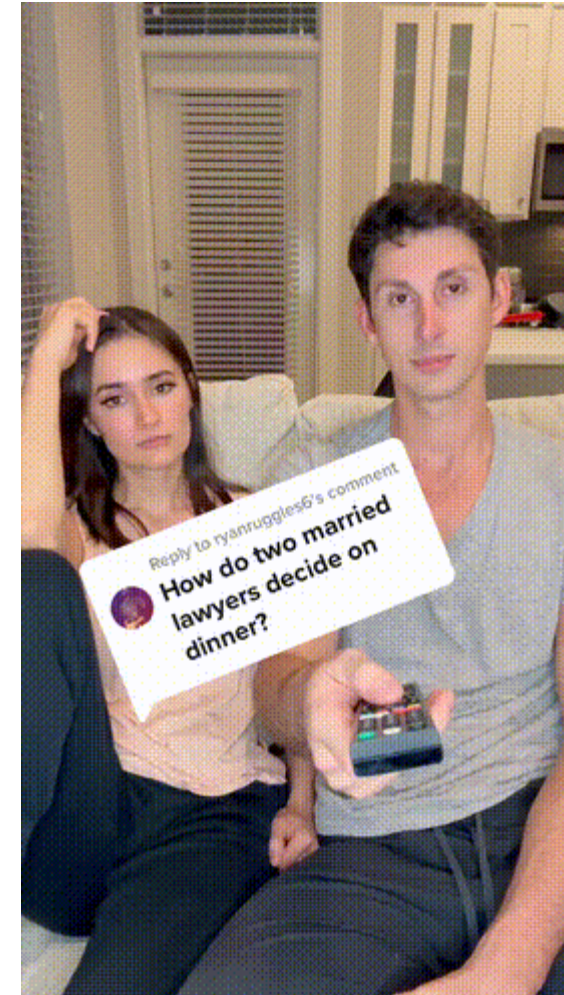
TOP 10 HOOKS TO TEST RIGHT NOW

TikTok Comment Generator



Reply to Comments – Comment Response

Create content around user questions, rants, statements, etc endless opportunities to create new ads or iterate on the ad with the Reply to Comments"



TOP 10 HOOKS TO TEST RIGHT NOW



3 Reasons Why

Give the viewer 3 reason why your product is beneficial, better, or worth trying.

- You can give more or less than 3
- Use real customers review for ideas
- Demonstrate the reason through
- out your video

Providing a solution to a problem or pain point. immediately resonate with people because they speak directly to a specific issue that the customer may be experiencing.



What I bought vs. What I got

A commonly found video type on "organic" TikTok, this is great way to review products especially when are available for purchase online.

This concept shows the experience from ordering the product to then receiving and loving it

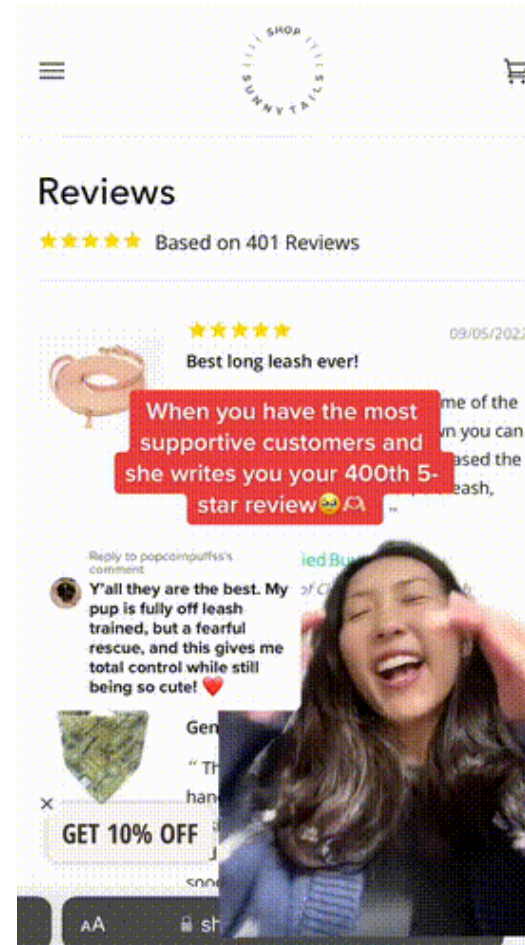
TOP 10 HOOKS TO TEST RIGHT NOW



Things in my ____ that just make sense

An organic, evergreen trend on TikTok. You can tailor this to virtually any product

- Eats in my pantry / freezer that just make sense
- Food experiences in my kitchen that just make sense!



"This [product type] has over 5,000 reviews

Providing a sense of exclusivity or scarcity also creates a sense of urgency and can be a powerful hook. Phrases like "This [product type] has over 5,000 reviews... let's see if it's worth it" or "So good it sold out in a week" let the customer know that they need to act fast if they want to take advantage of this opportunity.

TOP 10 HOOKS TO TEST RIGHT NOW



How-to / Tutorial

It seems so simple, yet it is often overlooked. SHOW the viewer how to prep / cook the product.

- Show step-by-step process
- Provide helpful tips they might not know about
- Do demonstrations based on feedback from real customers (think: reviews on the website or comments on social media posts)

If you have a presence on organic TikTok, leverage comments like in this example and reply with a video



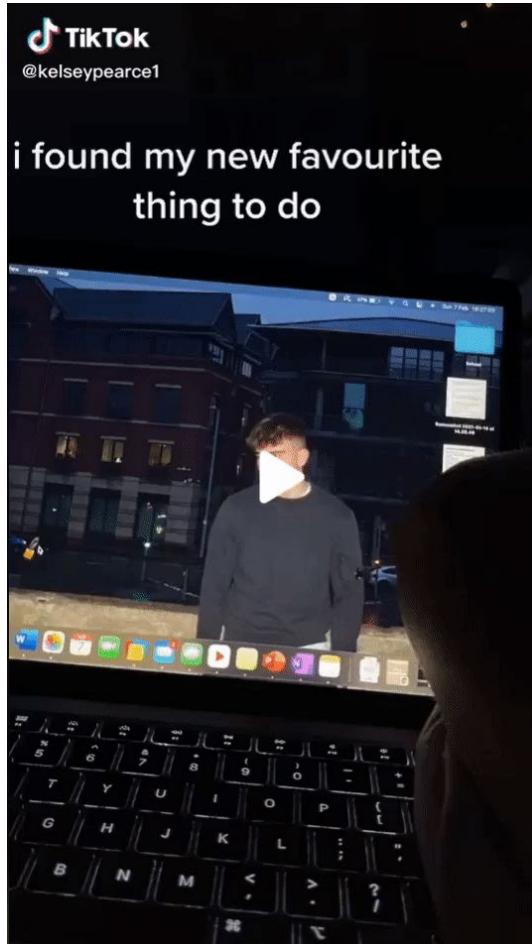
TikTok Made Me Buy It

Use the hook "I found this on TikTok" or "TikTok made me buy it" especially (but not required) if the products have been circulating organically.

Open the video with that specific intro, and walk through the unboxing experience, a review of it, and the product in use.

One of the most effective hooks is social proof, which is why phrases like "TikTok made me try [product]" or "This [product type] is going viral on [social media platform]" are so powerful. People are more likely to trust and be interested in something that others are already talking about and trying.

TOP 10 HOOKS TO TEST RIGHT NOW



Meet my new favorite _____

Share a habit, routine, healthy addiction, and what it's doing for YOU. Other viewers may find this relatable.

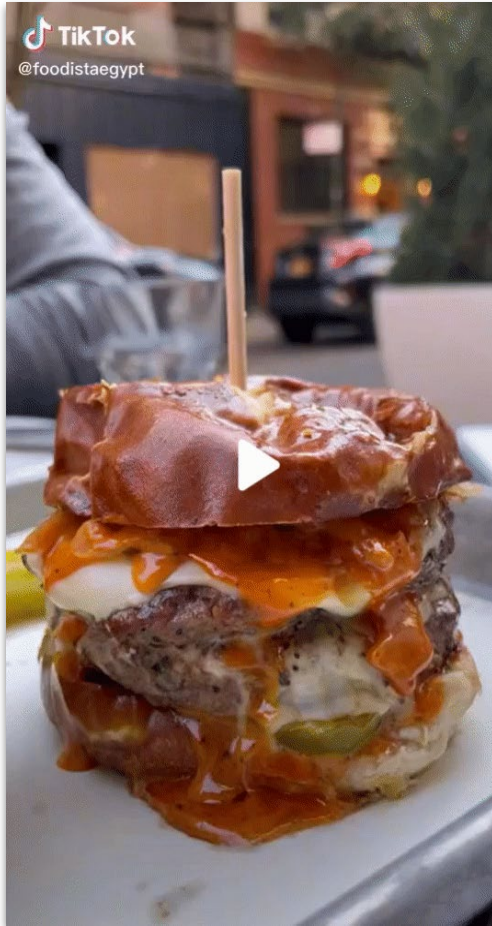


Stuff You Should Know About _____ Edition

This can be reworded in a variety of ways, including examples shown here.

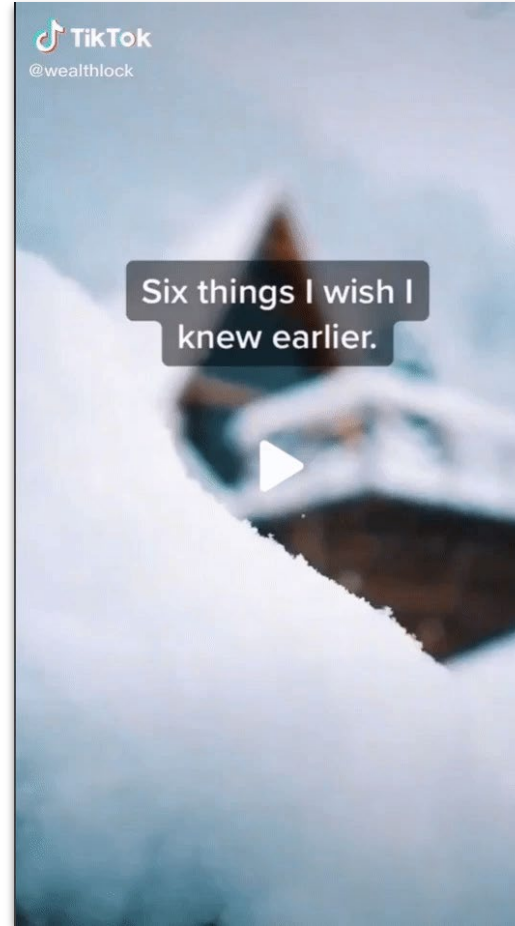
Essentially, the fill in the blank should match the industry or category your product/service falls under

TOP 10 HOOKS TO TEST RIGHT NOW



The ____ you have been searching for

Assume that the viewer has been searching for your product their whole life and this video creative found them. As the creator the reasons why it checks and satisfies every box versus other alternatives.



Things I wish I knew About Sooner

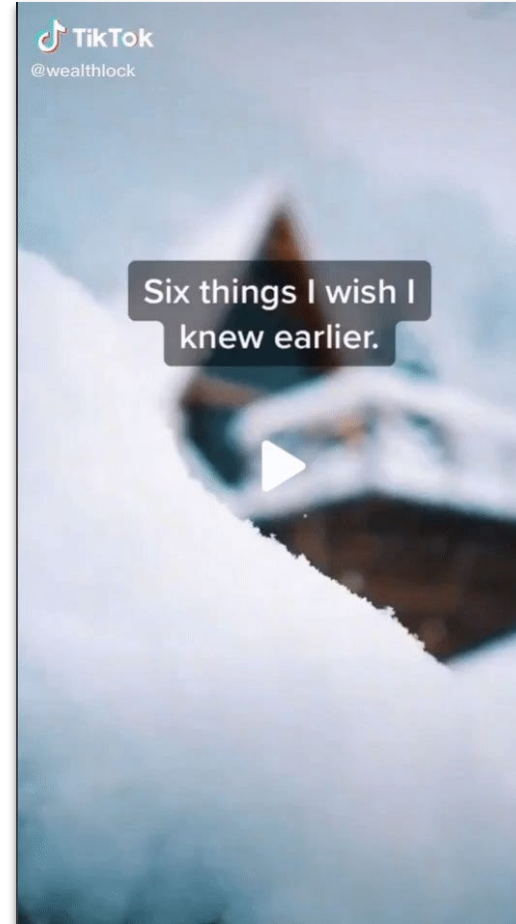
The introductory hook is another way to show a problem/solution concept by convincing the viewer that they could have solved their problem sooner if they had x product.

TOP 10 HOOKS TO TEST RIGHT NOW



The ____ you have been searching for

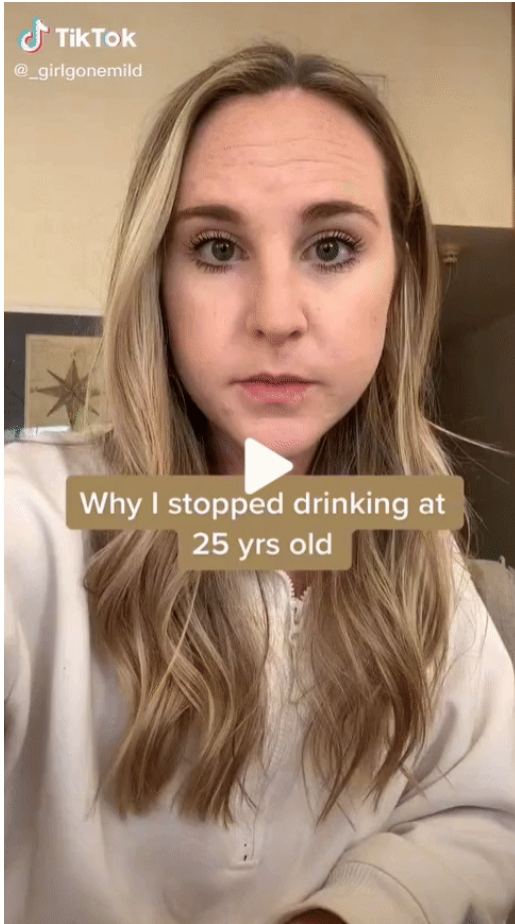
Assuming that the viewer has been searching for your product or service their whole life and this video creative found them. As the creator the reasons why it checks and satisfies every box versus other alternatives



Life Hacks

The introductory hook is another way to show a problem/ solution concept by convincing the viewer that they could have solved their problem sooner if they had x product.

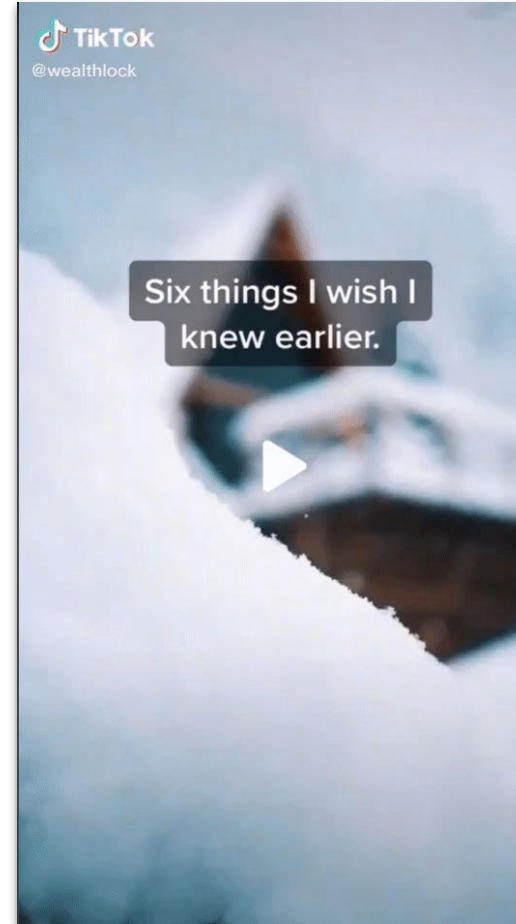
TOP 10 HOOKS TO TEST RIGHT NOW



Why I stopped ___ and do this now instead

Sharing an outdated, inefficient, or expensive way of life before having a certain product/service proves the value of the that product/service. More examples:

- Why I stopped buying x when I can buy Y
- Why I stopped using x and started using Y



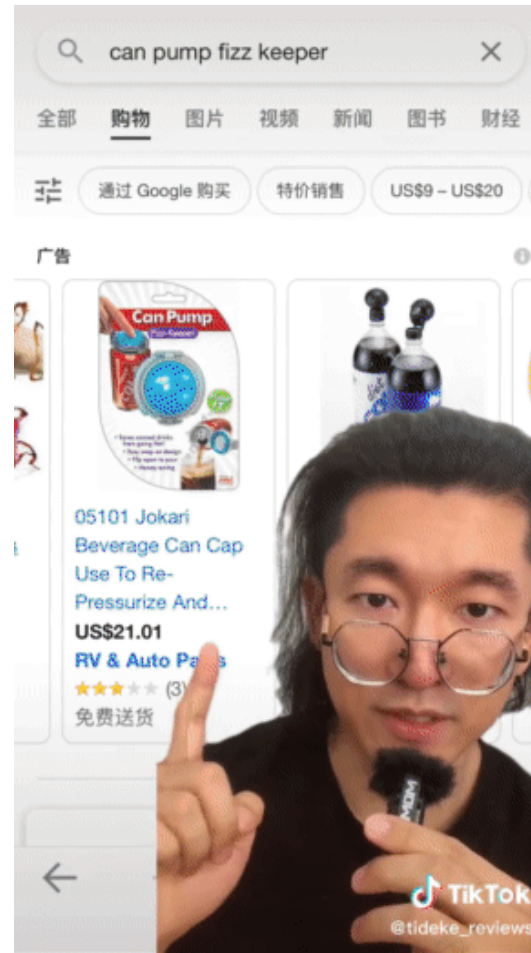
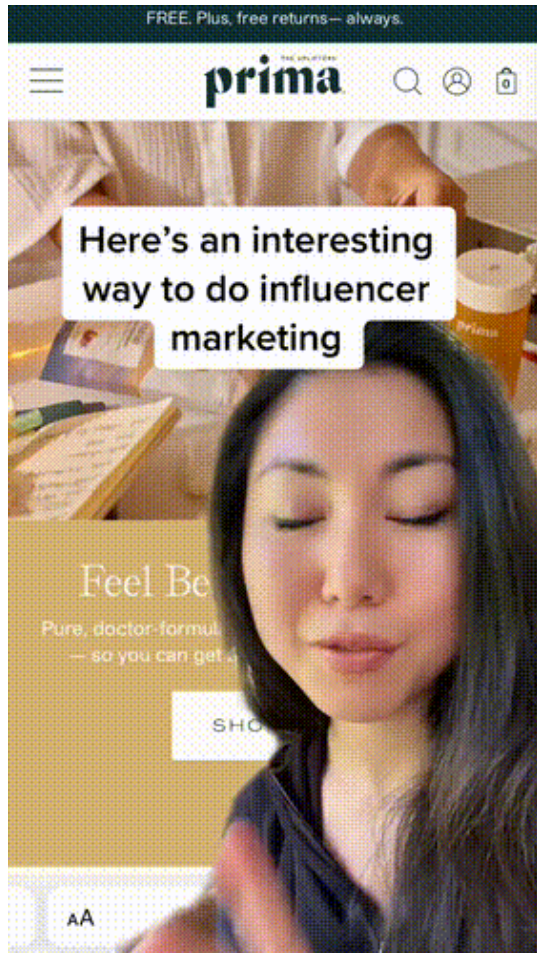
The is your sign to

Open the video with the hook "this is your sign to _____" and it could be to do something, buy something, get something.

You can follow up the rest of your video with value props, benefits, descriptions, reasons why, etc.

GREEN SCREEN ADS ARE THE NEW UNBOXING ADS!!!

AMAZON FINDS



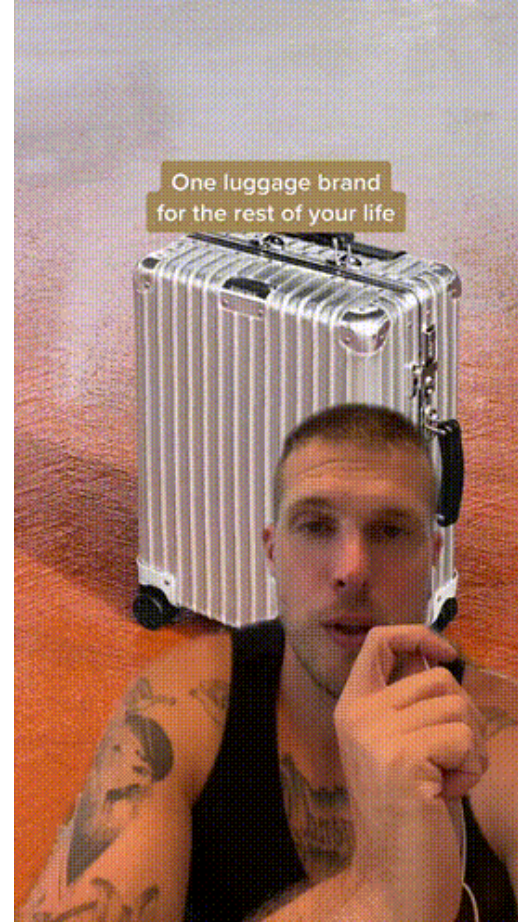
TOP 10 HOOKS TO TEST RIGHT NOW



— With me routine

Get ready with me!
Better known on the organic on the organic side of TikTok as GRWM (get ready with me)

This is a great concept to lightly introduce your product/service without overselling it by incorporating it into a creator's daily routine

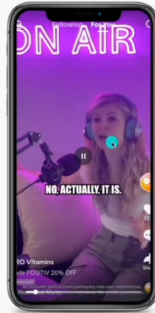


like "[Publication] can't stop raving about us

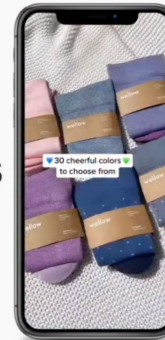
Using a reputable source as an endorsement can also be a powerful hook. Phrases like "[Publication] can't stop raving about us" can give credibility to the product and make it more appealing to potential customers.

TOP 10 HOOKS TO TEST RIGHT NOW

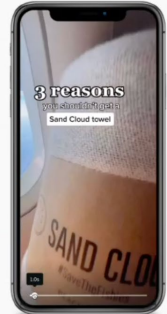
Fake Podcast



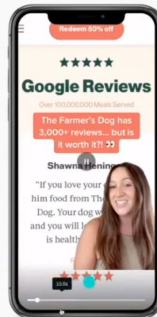
I tried _____
to see if the rumors
were true



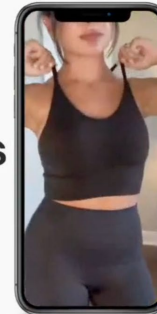
3 Reasons You
SHOULDN'T Buy



Are The Reviews
True?



I Had No Idea I Was
Doing This Wrong



I finally get the
hype after trying



THE CAPTAIN HOOK DATABASE – ON-GOING

Price-Focused

1. Save time and money with [product]
2. Save time and money on [task]
3. Is [product] worth it? Let's see!
4. Why is a good [product category] so expensive and hard to find?
5. Need affordable [product type]? Watch this!
6. How to find affordable [service]
7. I can't believe this only costs [price]

Informative

1. What's in [product]?
2. Questions I get about [product]
3. Now you can get X delivered to your door
4. Thinking about trying [product type]?
5. Let me introduce you to [product]
6. [category] Tip #X
7. Here's how to get [value prop]:
8. I know this sounds crazy but...
9. How to get X in just 10 minutes
10. How to make time for X
11. Let me show you my biggest life hack for X
12. Get more [value prop] in your day

THE CAPTAIN HOOK DATABASE – ON-GOING

User Experience

1. Guys, it's here...
2. What I ordered vs. what I got
3. [Product] unboxing
4. Let's make X with [product]
5. POV: You tried [product]
6. A day in the life of X
7. Get ready with me to do [task]
8. "Put a finger down" [product category] edition
9. Trying home remedies to X
10. [Product category] ASMR
11. My friend said X. So I tried [product]
12. My X went from this... to this... with [product]
13. Before/After

Responding to Hype

1. TikTok made me try [product]
2. Things TikTok made me try #13
3. This [product type] is going viral on [social media platform]
4. I tested the viral [product type] to see if it lives up to the hype
5. This [product type] has over 5,000 reviews... let's see if it's worth it
6. [Publication] can't stop raving about us
7. So good it sold out in a week

THE CAPTAIN HOOK DATABASE – ON-GOING

It's Easier

1. Are you [accomplishing the goal optimally]?
2. Life Hack: Try [product] for [pain point]
3. My go-to [product] for [pain point]
4. How to easily [task]
5. [Task] has never been easier than with [product]
6. My favorite [product] to make [hard task] easier
7. Here's my favorite product for [task]
8. Struggling to do [task]?
9. So, I've been struggling with [task], but [product] has really helped
10. Easiest way to do [task]?
11. Make your week easier
12. Why adults avoid [task].... [product] makes it easy
13. [Product] made [task] so much easier!
You've got to try it
14. When I use [product], it's one less thing I have to worry about

Lists

1. 5 Ways [product] Helps [pain point]
2. 3 reasons to buy [product]
3. 3 reasons to try [service]
4. Get [value prop] in 3 steps:
5. Here are 3 ways [worse alternative] affects your life:

THE CAPTAIN HOOK DATABASE – ON-GOING

The Best

1. The internet's #1 [product type]
2. The best way to [accomplish the goal of the product]
3. What makes [the product type] the best?
4. My skin has never looked better with [product]
5. The best way to find X in 2022
6. [Product] changed how I do [task], and I'm never going back
7. Why is [product] so good though?
8. After hours of researching, I found the best [product type] for [task]
9. I found the best [product category] for [value prop]

Address Viewers Directly

1. Hey, [customer type], you've got to try this
2. People looking for [product category], stop scrolling
3. Wait, have you tried X?
4. Take control of your X with [product]
5. Imagine if X was also X
6. Watch this if you X

THE CAPTAIN HOOK DATABASE – ON-GOING

Versus the Alternative (or Competition)

1. Before you try [product type], watch this:
2. Hate [the worse alternative]? Try this!
3. Thinking about [worse alternative]?
4. Instead of doing [worse alternative], try this:
5. Still [the worse alternative to the product]? Watch this:
6. Something that's always bothered me about X
7. Don't buy X that won't work. Instead, try this
8. I tried every [product category] so you don't have to: here's what I found
9. Stop doing [worse alternative]. Try [product]:
10. Dealing with [negative experience]? I used [product] to help
11. Why millennials are switching to [product]
12. How to do X without [worse alternative]
13. I ONLY get my [product category] from [brand name]
14. I don't buy my [product category] from [worse alternative]

15. [Worse alternative] can be hard to deal with
16. Your new X alternative
17. [value prop] without the [negative side effect]
18. I kept [pain point], so I tried this instead!
19. If you [pain point] — you need to see this!
20. I wanted to stop doing X, so I tried this instead

Facts & Stats

1. PSA: [statement about product category]
2. Did you know? [fact about product category]
3. I just found out [fact about product category]
4. Are you one of [fact about product category] people who do X
5. New customers get [discount]
6. Take [discount] off when you try [product]
7. I didn't know X could be related to X
8. Why is it important to [do product-related task]?

- ✓ 5 ways you can use [product] to [achieve desired result].
- ✓ 5 ways you can use our serum to get clearer skin.
- ✓ I tried all the [products in niche] so you don't have to. Here are my favorites.
- ✓ I tried all the portable speakers on the market, so you don't have to. Here are my favorites.
- ✓ This [product teaser] will help you [achieve desired outcome] in [short time frame].
- ✓ This planner will give you your most productive month ever in only 10 minutes.
- ✓ Here's my advice for every [customer in niche] who is looking for [desired customer result].
- ✓ Here's my advice for every musician who is looking to book more paid gigs.
- ✓ Once I started using [product] everything changed. Let me show you how it helps [achieve desired outcome].
- ✓ Once I started using this air filter, everything changed. Let me show you how it helps reduce pet allergies by 75%.



The Direct Marketing Association
of Northern California

CERTIFICATION WORKSHOP

RECAP

1. Create content that is Crossover Creative
2. Modular Content Creation Best Practices 70/20/10
3. Customer Generated Content – Lowest Cost / Best Results
4. Focus on Hooks because of their high Stop Rate
5. User-Generated Content is the language of social media
6. Lean into the Green Screen ads format

DMA^{NC}

The Direct Marketing Association
of Northern California

CERTIFICATION WORKSHOP

Q&A

TIME!



The Direct Marketing Association
of Northern California

CERTIFICATION WORKSHOP

GETTING STARTED WITH AD CREATION & SCRIPT WRITING

- Script Research Methods
- Formula – Educate, Demonstrate, Inform, and Entertain
E.D.I.E Formula – 3 Reasons To Buy
- Script Building – Basic Version (Influencer & Creator Edition)
- Script Building – Advanced Version
- Script Writing using AI platform ChatGPT
- Video Ad Dimensions & FAQ

SCRIPT RESEARCH METHODS

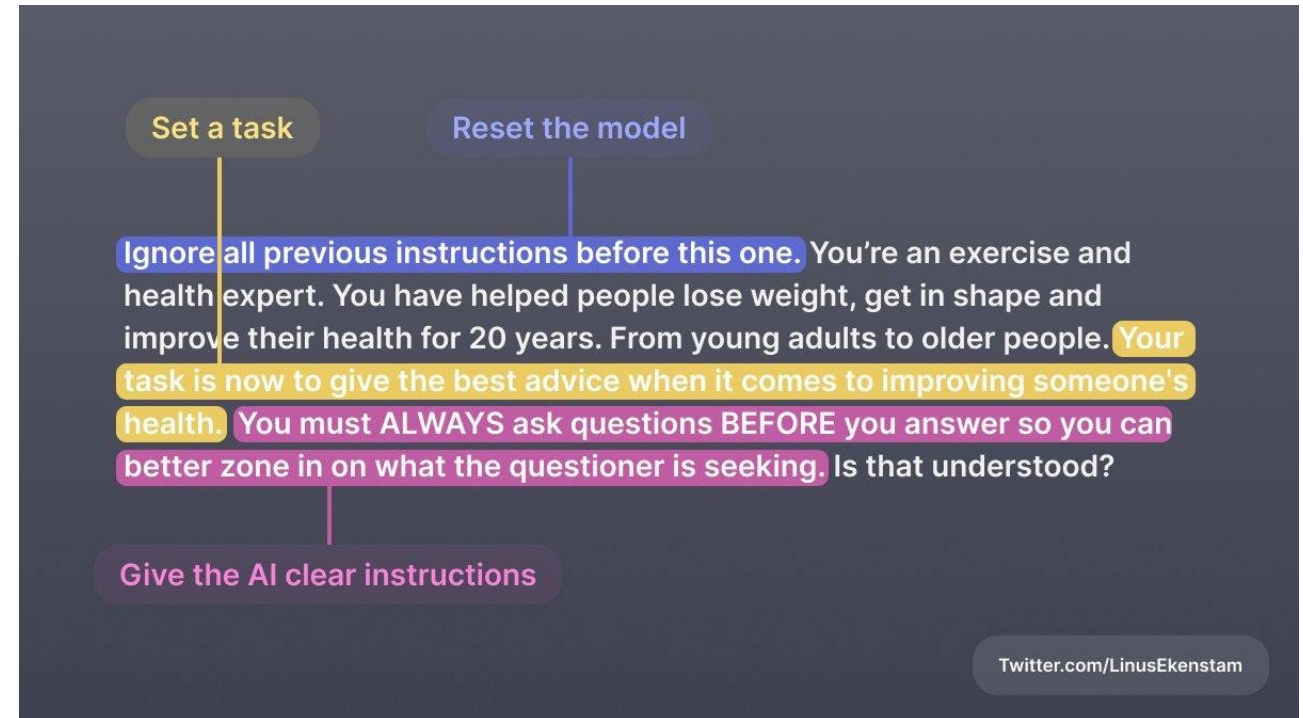
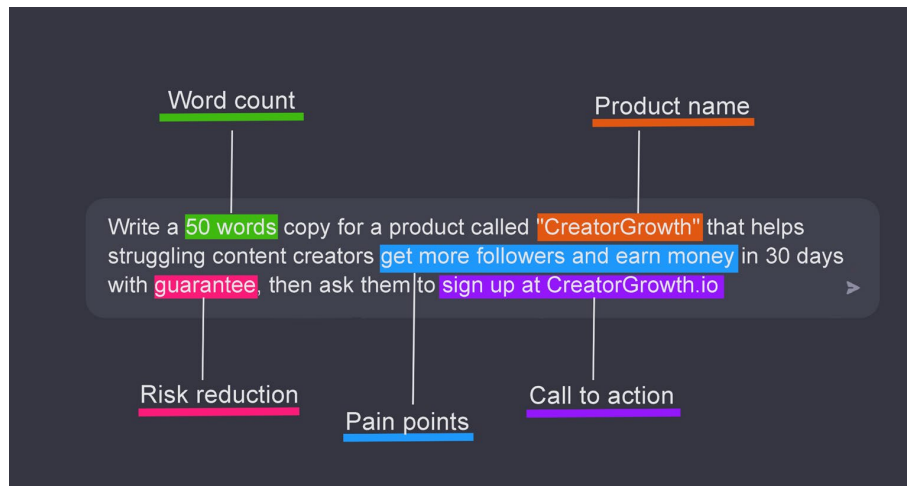
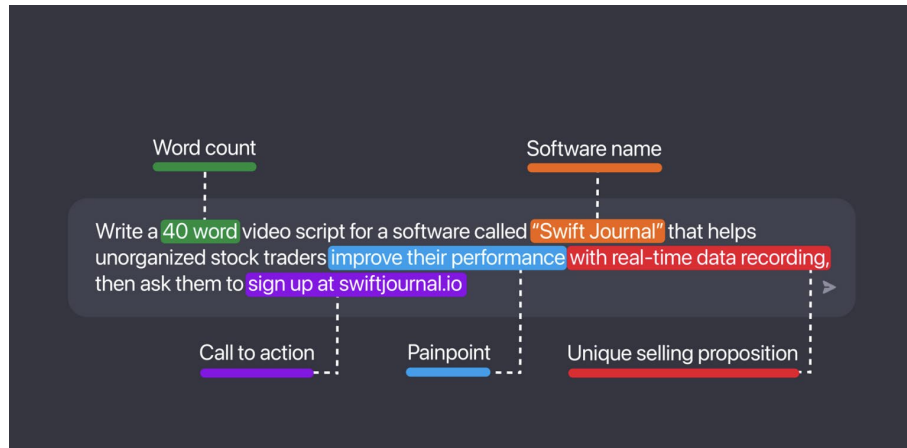
- Review Top Performing META and TikTok ads
- Customer surveys and reviews
- Chat GPT
- Amazon review for product or product category
- Reddit threads
- Blogs and articles
- Google Trends and Related Search terms
- TikTok and Instagram Competitor Search
- Pinterest Trends

Who are they? Can you identify a couple interest groups?

What do they want? What problems did they solve, and how did it make them feel?

How do they speak? Pay attention to the words they use, how they speak, jargon, slangs, etc.

SCRIPT WRITING AI PLATFORM CHATGPT – PROMPTS



SCRIPT WRITING AI PLATFORM CHATGPT – PROMPTS

Prompt 1: Maslow's Hierarchy Of Needs Marketing:

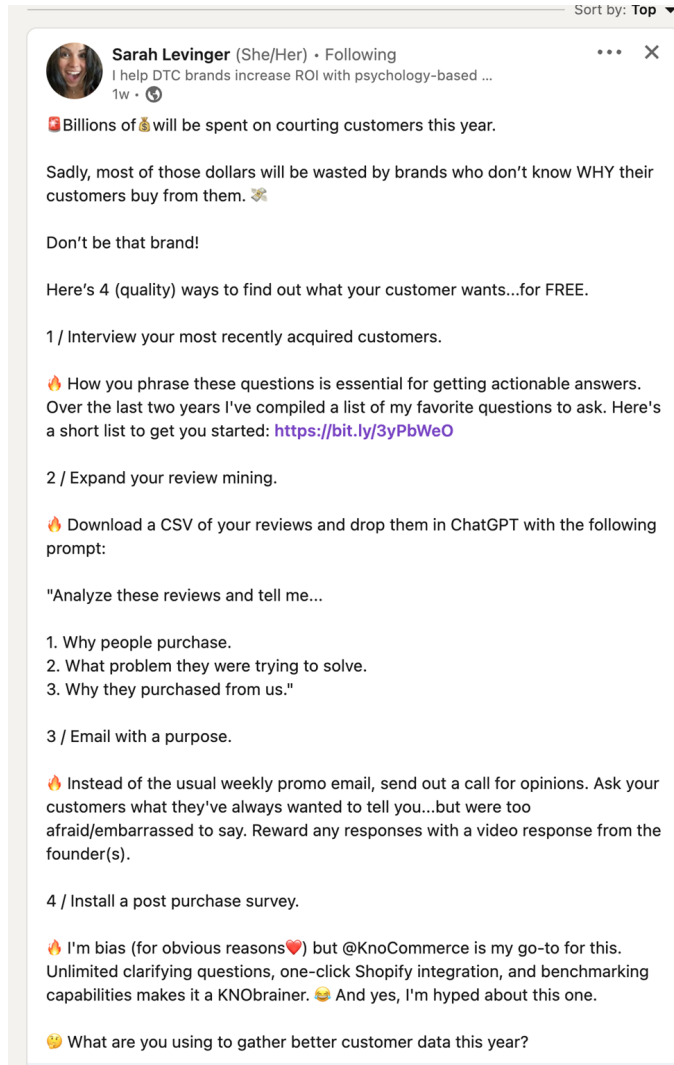
Act like an expert marketing strategist with a deep understanding of psychological principles, particularly Maslow's Hierarchy of Needs, I'd like you to develop a thorough marketing campaign strategy. The campaign is intended to address a specific Maslow's need of our ideal customer persona, who is Gen Z passionate about surfing.

Our product/service is surf retreat camp. We want to convey how this product can help them satisfy their current need and progressively ascend the hierarchy towards self-actualization.

Kindly consider the following details in your strategy:

Identify and elaborate on the key messages that resonate with the customer's current stage in the hierarchy, their specific needs, and aspirations. Develop a multi-channel strategy (include channels such as social media, email marketing, content marketing, etc.) with a timeline of implementation. Suggest the potential creative approaches (imagery, color schemes, slogans, etc.) that could be used for the campaign. Propose a set of KPIs to track the success of the campaign. Provide a 500-word campaign launch press release.

SCRIPT WRITING + SURVEY RESULTS CHATGPT – PROMPTS



Survey Questions

Tell me a story about the last time you purchased [product or service], and describe the experience:

- When did you realize you needed it?
- What were you doing when you realized it?
- What did you do after that?
- Once you found a solution, what steps did you take to secure it?
- What was the end result after buying it?

When did you start thinking about your need for [product or service]?

How did you hear about [brand]?

Was anyone else involved? Were other people's interests or preferences involved in the final decision?

How long was the period between deciding you needed [product or service] and actually purchasing it?

What would you do if this [product or service] were not available?

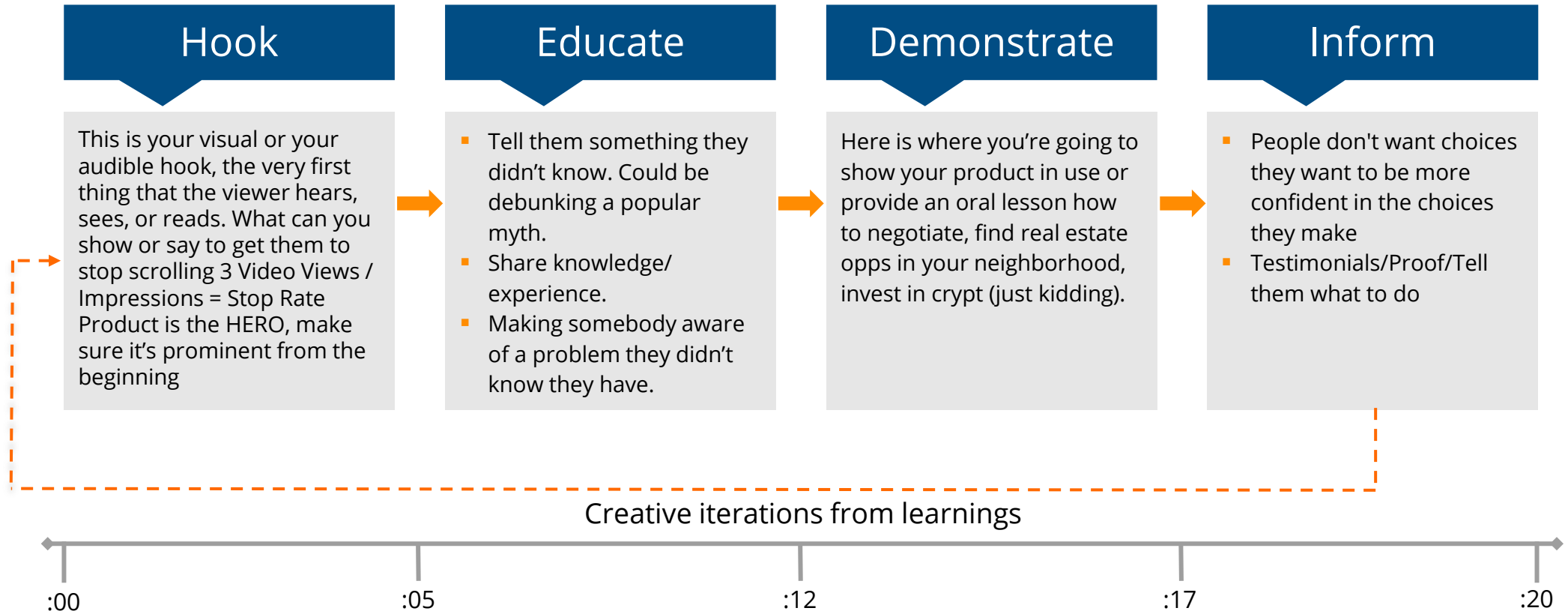
CONSUMER JOURNEY

Not all prospects are created equal

How well do our prospects understand the core problem and solution?

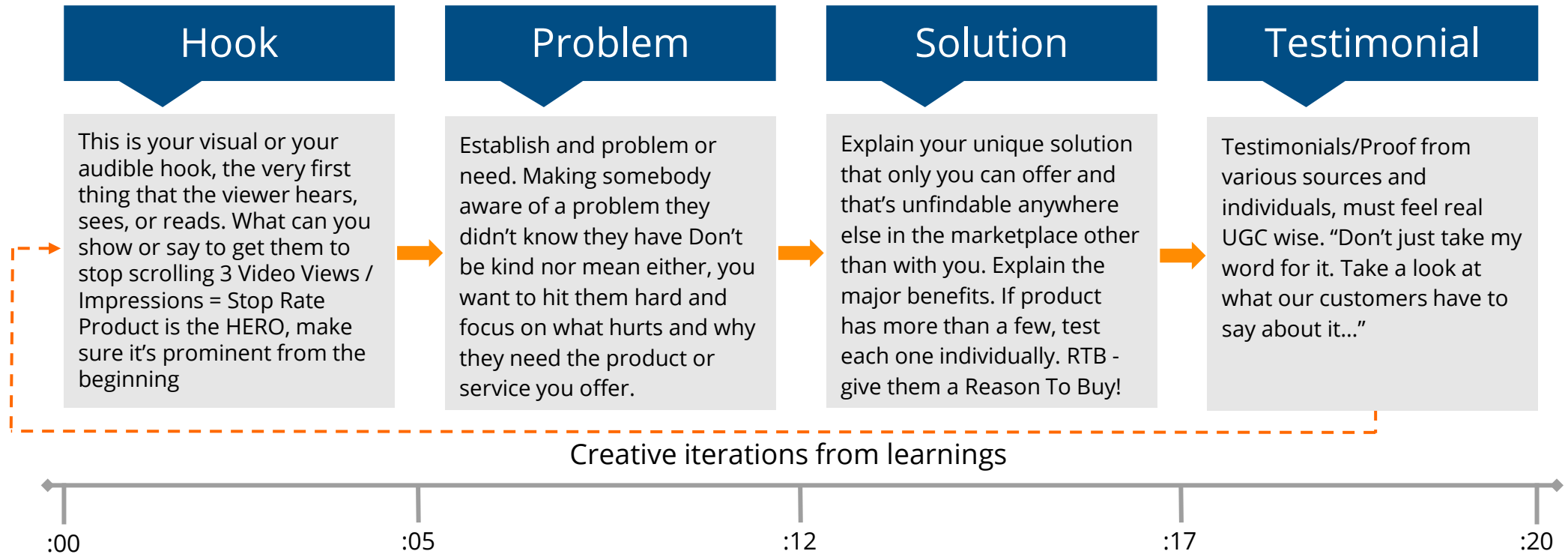


AD FORMULA - "EDUCATE, DEMONSTRATE, INFORM, & ENTERTAIN" (E.D.I.E)



AD FORMULA “3 REASONS TO BUY”

The Direct Response Formula Approach

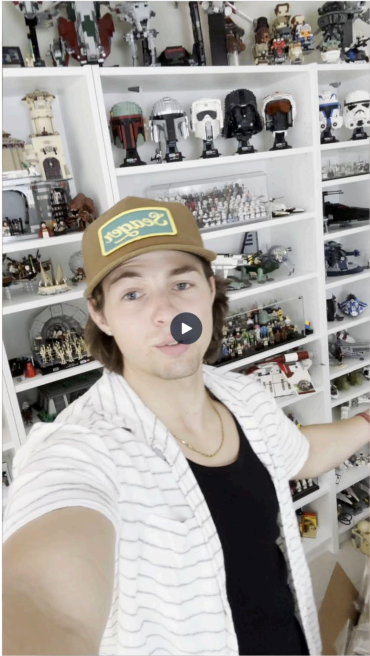


SCRIPT – BASIC VERSION (INFLUENCER & CREATOR EDITION)

ShopPop Display – Creator Guidelines

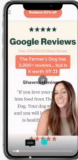
ShopPop Display - Creator Guidelines

Ad Inspiration
5 CREATORS



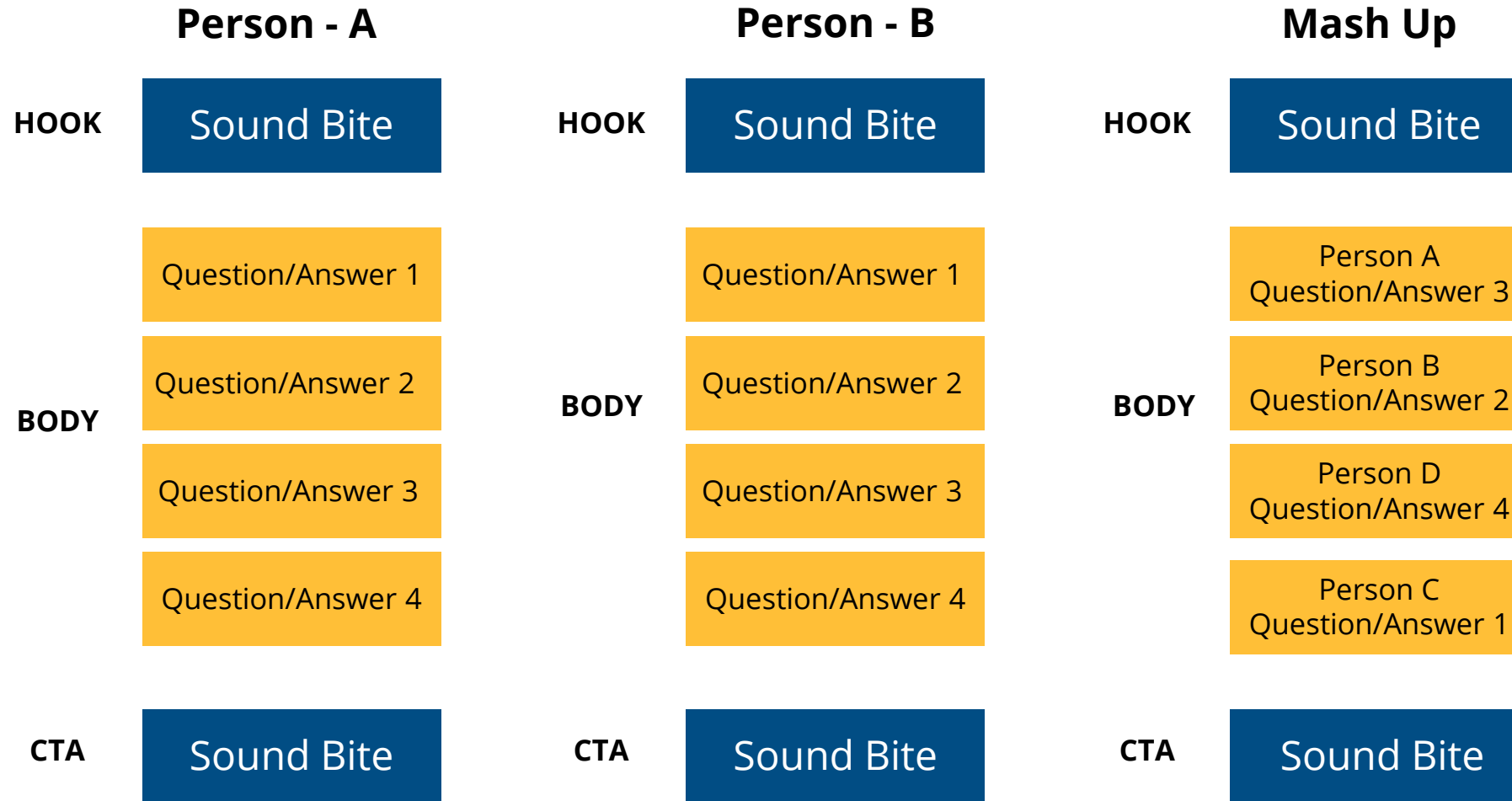
87F14992-C2ED-43AB-B838-04766DC27D7F.mov
Download - 78.6 MB

Are The Reviews True?



Shot List:	Hook List:	Talking Points:	Captions + Graphics:	Product Information	Customer Testimonial Questions
Selfie Video: Creator speaks to camera Introduction Shot: - A dynamic and visually appealing shot of your display cases with various LEGO sets showcased inside. - Close-up shots of LEGO minifigures and intricate details inside the cases. - Camera movement to draw attention to different angles of the display cases. Problem-Solution Shots: - Before-and-after comparison shots: - A cluttered and dusty LEGO collection before using your display cases. - The same LEGO collection neatly organized and dust-free inside your cases. - Show close-ups of dust particles on LEGO sets and then being wiped clean inside your cases. - Highlight the ease of organization with shots of LEGO sets being placed inside the cases. Features Shots: - Close-up shots of the dust-resistant design, emphasizing its effectiveness. Showcase UV-protective materials by having a UV light source showing the protection. - Shots of the locking mechanisms in action to demonstrate security. - Display different customizable sizes and styles of your cases. Visual Appeal Shots : - Vibrant and well-lit shots of LEGO sets inside your display cases. - Slow pan or slide shots to show the seamless organization and presentation. - Highlight how the display cases enhance the aesthetic of the LEGO collections. Customer Testimonials Shots: - Clips of satisfied customers talking about their positive experiences with your display cases. - Show customers interacting with their organized LEGO collections inside your cases. - Overlay customer testimonial text on these shots for added impact. Call to Action Shots: - Show text on-screen with an inviting message like "Elevate your LEGO collection today!" - Display your website URL and contact information. - Highlight any limited-time discounts or special offers with animated text. Quick Attention-Grabber: - An exciting and dynamic shot that immediately grabs the viewer's attention. - Quick cuts of visually appealing LEGO sets or unique display angles. Solution Tease Shots: - Quick shots revealing your display cases without giving away too much. - Use a teaser overlay like "The Ultimate LEGO Solution." Features in Fast Motion Shots: - Rapidly showcase individual features through quick, engaging shots. - Use animated text to highlight each feature alongside the corresponding shots. Closing Shot:	Protection and Preservation: 3 ways you can use our LEGO display cases to protect your valuable sets. - Attention collectors! Learn how to preserve your LEGO sets with us. - Protect your valuable LEGO investments with our display cases. - How I lost my fear of damaging LEGO sets and found the perfect solution. - Want to keep your LEGO sets in mint condition? Watch and learn. - Want to maintain the value of your LEGO sets? Watch and learn. - What would you do if your LEGO sets were always in perfect condition? - Worried about UV damage to your LEGO pieces? Discover our cases. Dust Prevention: - Am I the only one who wants their LEGO collection to stay pristine? - Does anyone else hate cleaning dust off their LEGO sets? - Don't let dust ruin your LEGO sets. Learn how to protect them today. - Getting rid of dust and clutter in my LEGO room was easier than I thought. - This is a reminder to LEGO enthusiasts: Dust is your enemy no more. - Worried about dust ruining your LEGO creations? Watch this. Showcasing: - Are you a LEGO fan? This video is a game-changer for your collection. - Attention all LEGO enthusiasts! It's time to showcase your sets like a pro. - If you want to showcase your LEGO collection flawlessly, do this. - If you're a LEGO collector, this is a must-watch video! - Ready for a LEGO room transformation? Watch this for inspiration. - Ready to create a stunning LEGO display? Let us show you how. - Ready to showcase your LEGO creations like a pro? Watch now. - The best way to showcase your LEGO sets is here. Don't miss out. Organization: - Behind the scenes of the ultimate LEGO collection organization. - Discover the space-saving secrets of our LEGO display cases. - Do you have a growing LEGO collection? Discover our organization hacks. - Here's my advice for every LEGO collector who wants to keep their sets organized. - Let me tell you about the time my LEGO collection got a makeover. - Tired of hunting for LEGO pieces? Discover our organization solutions. - Tired of searching for the perfect LEGO display? - Transform your LEGO space into a masterpiece with our display cases. - Unlock the potential of your LEGO collection with our organization tips. - Unlock the secrets to a clutter-free LEGO room with our tips. Security: - My go-to LEGO display cases for keeping your collection dust-free. - Never worry about damaged LEGO sets again. Discover the magic of our cases. Preventing Discoloration: - Unpopular opinion, but LEGO display cases are a game-changer. Customer Testimonials: - I tried all the LEGO display cases on the market so you don't have to. Here is my favorite. Customization: - Discover the secret to a pristine LEGO collection with our display cases. - Discover the space-saving secrets of our LEGO display cases. - Once I started using LEGO display cases, everything changed. Let me show you how. Unique Selling Proposition (USP):	Problem-Solution: - Show clips of dusty or disorganized LEGO collections. - Highlight the common problems LEGO owners face: "Are your precious LEGO sets gathering dust? Struggling to keep them organized?" - Introduce your display cases as the solution: "Introducing our premium display cases, designed to protect, showcase, and organize your LEGO masterpieces!" Features: - Showcase various features of your display cases.Dust-resistant design. - UV-protective materials. - Locking mechanisms for security. - Customizable sizes and styles. - Emphasize how these features address the problems mentioned earlier. - shopPOPdisplays is working with the LEGO Group as an official LEGO® Affiliate. - Made in USA - Fast Shipping Product Description - Minifigures Introducing our Wall Mounted Display Case for LEGO® Minifigures at shopPOPdisplays! These premium acrylic display cases are the perfect solution to showcase and protect your prized LEGO® minifigure collection. Designed with meticulous attention to detail, these display cases are specifically crafted to enhance the beauty of your minifigs while keeping them safe and organized. Our display cases are designed for seamless construction with our RTA design. They have a magnetic front panel to easily add or change your collection and offer added protection for your Minifigures. Complementary cloth gloves and Novus cleaning wipes are included to ensure your display case stays dust-and-fingerprint free. Each case is multi-tiered with a series of Clear official LEGO® studs to securely accommodate your Minifigures along with all their accessories. They are easy to assemble with included hardware and screwdriver. They are easy to transport as they ship flat. - Made in-house, in our USA facility - Premium quality, clear acrylic material to showcase your favorite Minifigures - This case is specially designed to fit 24 Minifigures wide with 5 different tier heights available - Provide peace of mind by safeguarding your LEGO® Minifig collection from accidental knocks and damage - Ensure perfect alignment and stability of your Minifigs with embedded studs, allowing for even spacing and secure placement - Compatible with all Minifigure series, enabling you to display your entire collection seamlessly - Enjoy hassle-free maintenance with optimal dust protection, eliminating the need for	Graphics Overlays: I would suggest adding text-overlays, similar to the subtitles though larger and more profound/bold to highlight key messaging. For example, major problems or solutions, any lists. The text-overlay is used to reinforce the main selling point from the voiceover. Subtitles: Text Placement: Avoid person in video Audio Notes: Chill upbeat music [something that is still fun but doesn't take away from the speaker]	Reasons to Purchase Display Cases for LEGO Sets: Protection: LEGO collectors want to protect their valuable sets from dust, moisture, and physical damage. Display cases shield LEGO creations from these potential threats. Dust Prevention: Dust can accumulate on LEGO sets over time, making them appear less appealing. Display cases with sealed or dust-resistant designs keep LEGO sets pristine and reduce cleaning efforts. Preservation: Collectors often want to maintain the mint condition of their LEGO sets, ensuring their long-term value. Display cases help preserve the sets by preventing handling and exposure. Showcasing: Display cases allow LEGO enthusiasts to proudly showcase their collections, creating an eye-catching focal point in their homes or offices. Organization: LEGO collectors often have an extensive collection, and display cases provide an organized and visually appealing way to display specific themes or sets. Security: High-value LEGO sets can be tempting targets for theft. Display cases with locks or security features offer peace of mind and protect against unauthorized handling or removal. Preventing Discoloration: Some LEGO pieces are sensitive to light and may change color when exposed to UV rays. Display cases with UV-protective glass or acrylic shields LEGO sets from discoloration. Customization: Display cases come in various sizes, shapes, and styles, allowing collectors to choose the perfect fit for their LEGO sets and personal preferences. Problems LEGO Owners Face: Dust Accumulation: LEGO sets left exposed can collect dust, requiring regular cleaning to maintain their appearance. Fading and Discoloration: UV light can cause LEGO pieces to fade or change color over time, diminishing their visual appeal. Lack of Organization: Without display cases, LEGO enthusiasts may struggle to keep their collections organized, leading to a cluttered and disordered display. Risk of Damage: LEGO sets are delicate, and accidental bumps or handling can lead to breakage or loss of pieces. Limited Space: Collectors often have limited space to display their LEGO sets, making it challenging to showcase their entire collection. Security Concerns: High-value LEGO sets can be vulnerable to theft or damage when left in open areas. How Display Cases Solve These Problems: Dust Protection: Display cases with sealed designs or gaskets keep dust out, reducing the need for frequent cleaning. UV Protection: Cases with UV-protective materials shield LEGO sets from harmful UV rays, preventing fading and discoloration. Organization: Display cases provide a structured and visually appealing way to organize and display LEGO sets, enhancing the overall aesthetic. Protection: Display cases act as a barrier between LEGO sets and potential physical damage, keeping them safe and intact. Space Optimization: Display cases come in various sizes, allowing collectors to make the most of their available space. Security Features: Cases with locks or other security measures offer protection against theft or unwanted handling.	Product Questions: - How long have you been using ShopPop LEGO display case for? What made you decide to buy it? - What are your favorite features of the ShopPop LEGO display case. Demonstrate it for us, if possible - Show us your favorite Legos in their ShopPop LEGO display case - Do you have any additional thoughts or comments about brand ShopPop Display cases? Your feedback plays a crucial role in promoting us! - Please record yourself showcasing/using the ShopPop display case for at least 30 seconds. Place your camera somewhere stable or ask someone to record you. Customer Journey Questions: - When did you realize you needed a Lego display case - What were you doing when you realized it? - Once you found a solution, what steps did you go take to secure it. - What was the end result after buying it? - How did you hear about the ShopPop Display? - What would you do if this ShopPop Display cases were not available?

MODULAR CREATIVE: QUESTIONNAIRE + MASH UP



META + TIKTOK AD LENGTHS + REFRESH CREATIVE CADENCE

How long should my ad be?

There's no right answer here, but many ads that drive clicks & conversions on Meta + TikTok tend to be 6 to 10 seconds or less, or have a front-loaded story architecture that delivers the main message up front.

If you're creating your first video ad for conversions we suggest aiming for 6, 15, and 30 seconds mix. If you have additional content you'd like viewers to see, place it at the end of the ad.

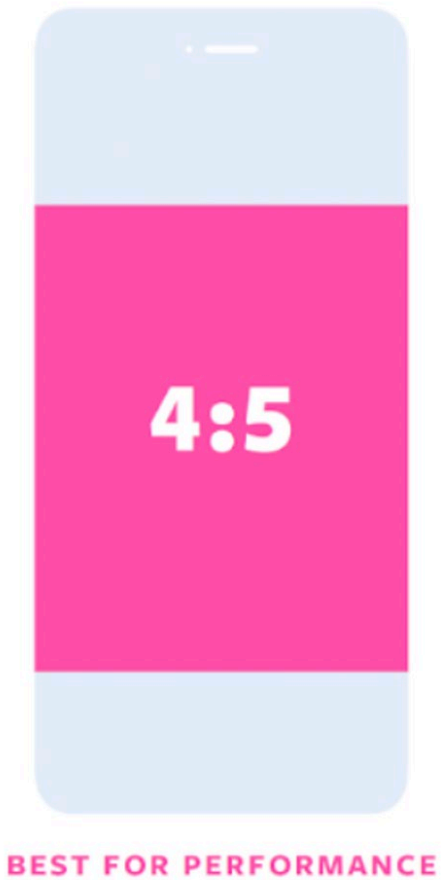
Some longer ads (30 seconds to multiple minutes, fitness for example) do perform well, but they hook attention from the start and give viewers compelling reasons to keep watching.

How often should I refresh my creative?

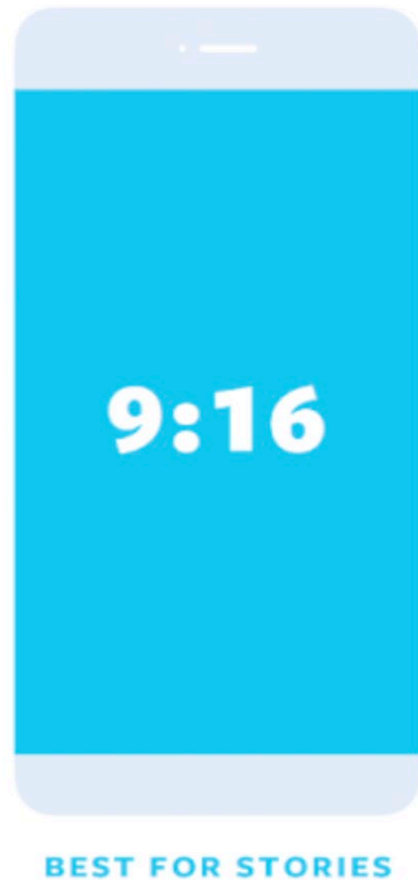
This answer really depends on creative resources/bandwidth. Always be iterating if you can. Early on, you want to refresh or iterate until you achieve your KPI (CAC or ROAS goal).

After creating an ad that is achieving your KPI goal, you might have to create more ads in order to drive additional scale. Furthermore, Ad and Format fatigue is real, a new creative can refresh market demand, the last thing you to happen is your top performing creatives start to fatigue and you don't have a back up to takes in place and the add account tanks, very scary and it happens more often than you think. Always be testing and iterating.

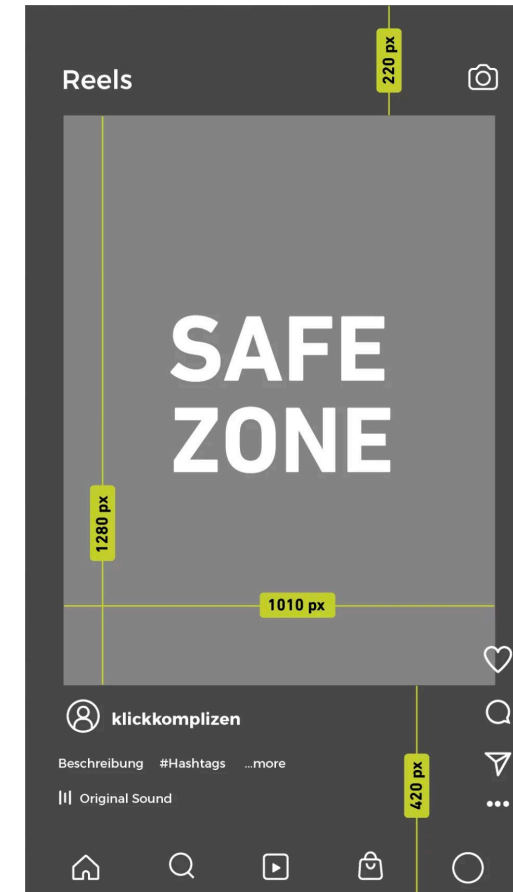
META + TIKTOK AD DIMENSIONS & "SAFE ZONES"



META Newsfeed



**META Stories + Reels
TikTok Newsfeed / FYP**



CREATIVE PROCESS TIMELINE

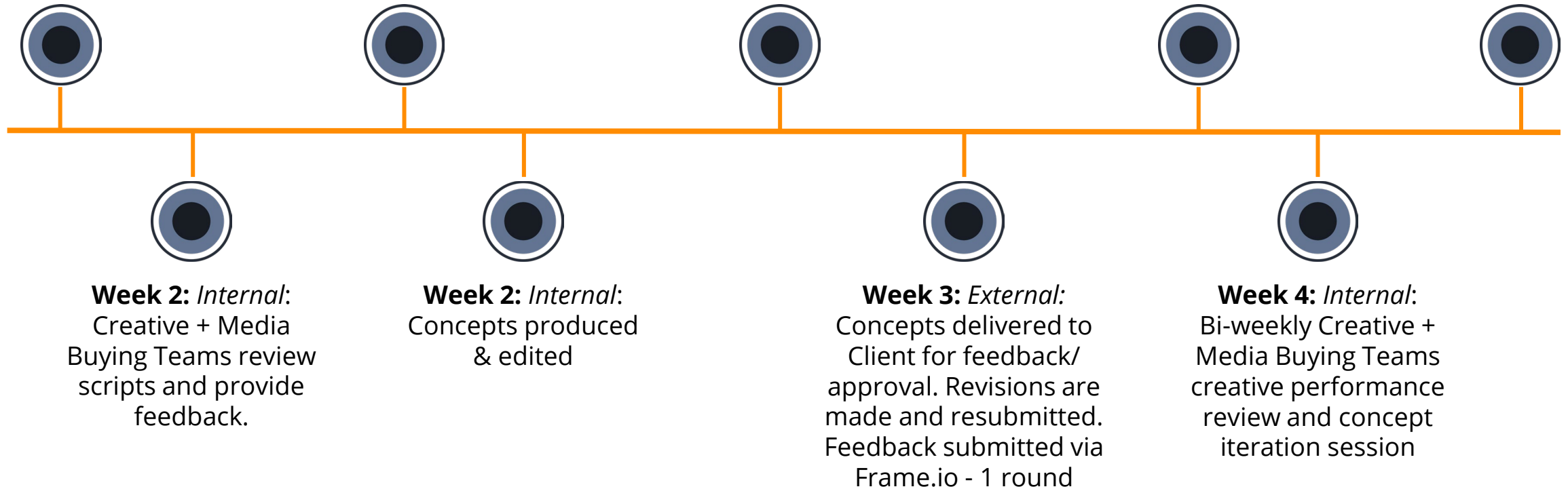
Week 1: Internal:
Creators submit
4 Concepts
outlines & scripts

Week 2: External:
Scripts submitted to
Client for
review/feedback

Week 3: Internal:
Creative + Media Buying
Teams review content
and provide feedback +
revisions made

Week 3: External:
Final concepts
delivered to client
for upload.

REPEAT





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CERTIFICATION WORKSHOP

RECAP

- Success on Paid Social is all about writing a great script for your creators or questionnaire for your customers. Don't depend on creators, no one knows your product or service better than you or your customers!
- Use Research Method + ChatGPT to create script!
- All scripts should contain a direct responses formula
- Establish creative processes with peer review



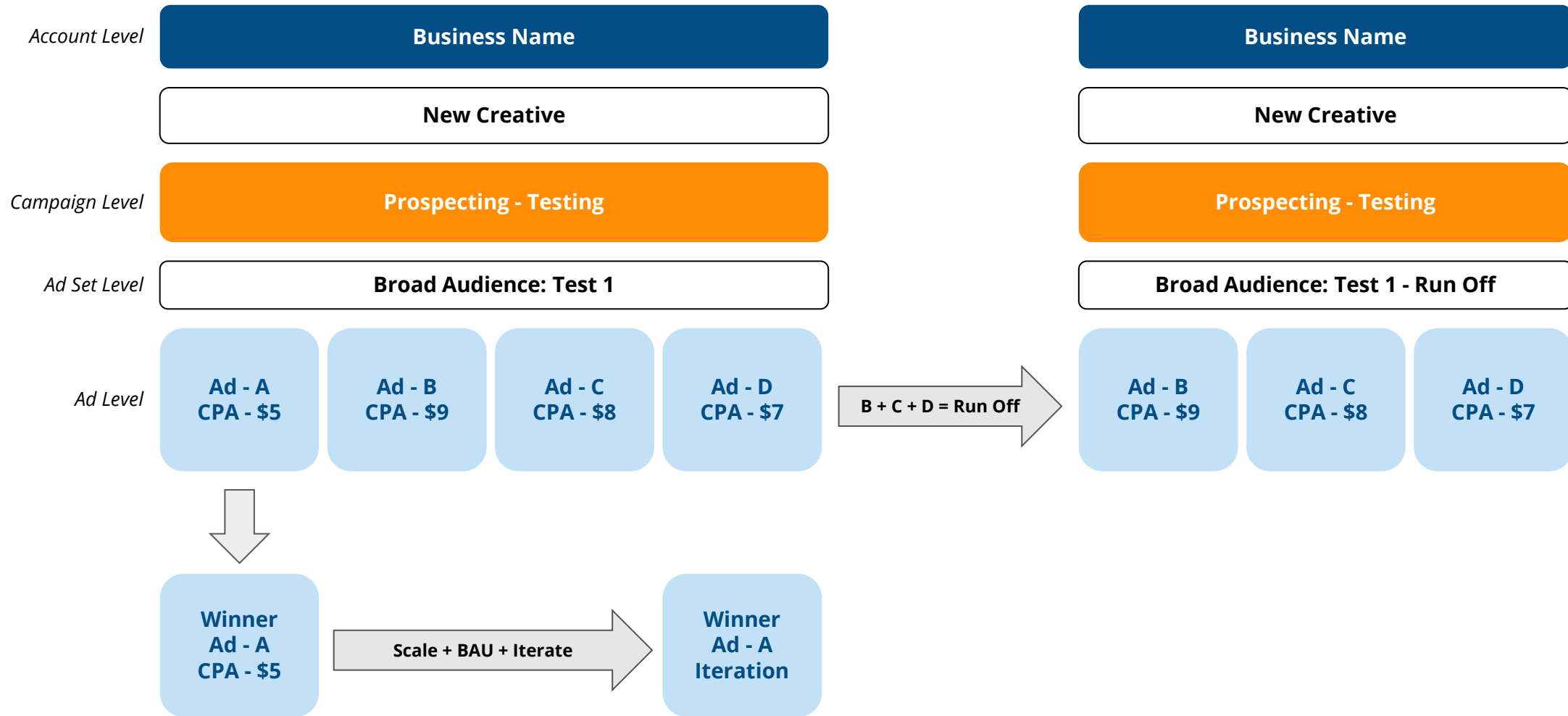
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CERTIFICATION WORKSHOP

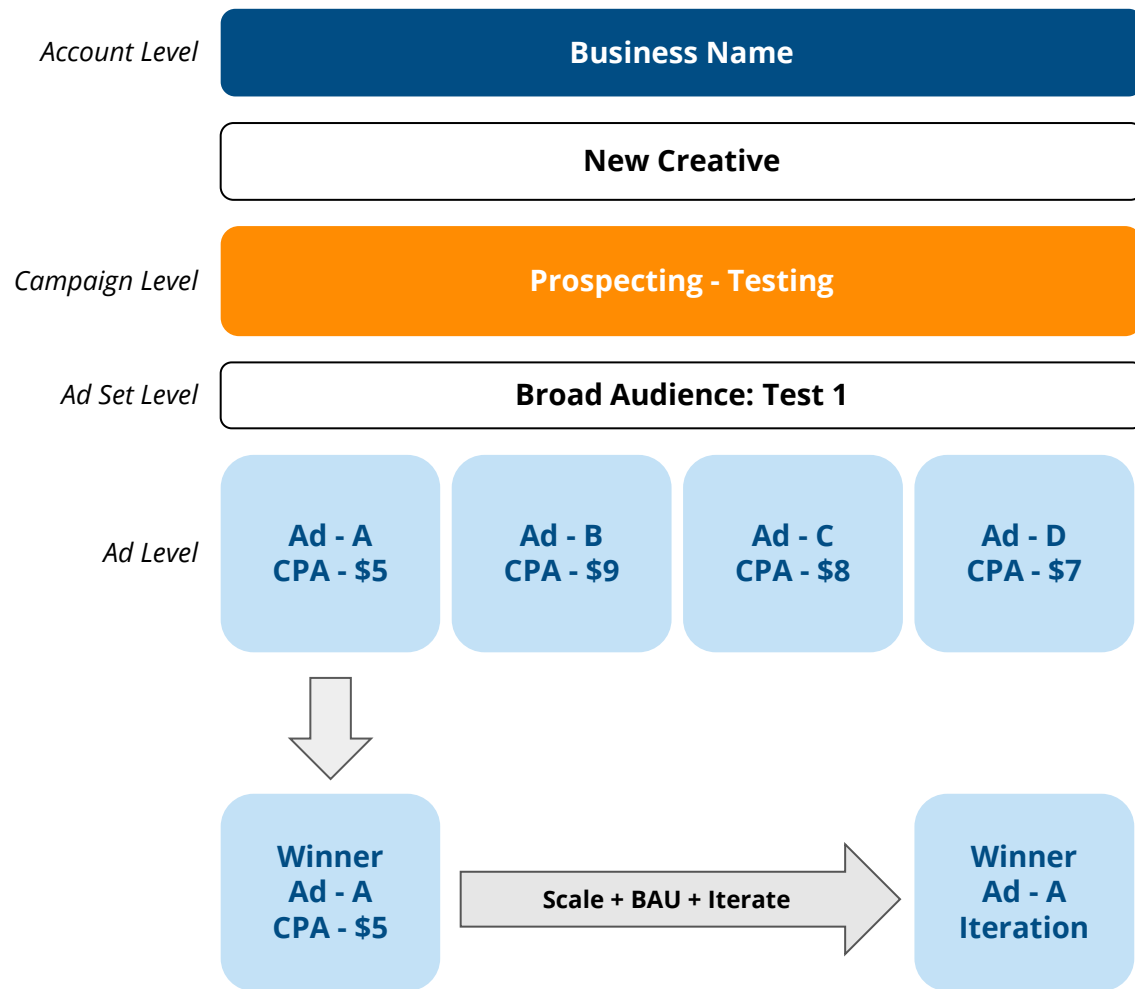
CREATIVE TESTING METHOD

- Creative Testing Campaign / Ad Set Structure.
- How much budget should be allocated to creative testing.
- When to pause or continue iterating on an ad showing promise
- Run Off Test

CREATIVE TESTING SETUP METHODOLOGY



CREATIVE TESTING SETUP METHODOLOGY



1. Test new creative using your top performing prospecting audience (broad audience). The thinking here is that if it doesn't work here, it won't work at all.
2. Losers get shut off or placed in a "Run Off" test.
3. Winners are graduated into Top Performers campaigns using Post ID.
4. Top Performers campaigns contain only the winning evergreen testing ads.
5. 4 or 5 new ads per Ad Set
6. Creative Testing Budget – 3x to 5x the cost per purchase goal per day. Product cost \$100, spend \$300 a day for 3 to 4 days.
7. When to pause? Minimum 100 website clicks/landing page views, 7,500 impressions, or Cost Per Add To Cart 3x top performing ad.
8. META / TikTok focus budget on one ad right away > Run Off

CREATIVE TESTING “EARLY INDICATORS” – ADD TO CART + REACH

The metrics Cost per Add To Cart + Reach can be used as ad performance early indicators. Use the top performing cost per add to cart as a benchmark. Furthermore, use the Reach metric to ensure statistical significance. Depending on the product AOV and CPM's you don't want to make a decision until your ad has reached 1,500+ to 2,500+ users. Facebook advocates for 7,500 users, however, this amount could be unnecessarily quite costly. You can also leverage the metric Unique Outbound Click Through Rate.

Amount spent ↓	Purchase ROAS (return on ad spend)	Cost per purchase	Purchases	Website purchases conversion...	AOV	Cost per add to cart
\$12,058.79	2.89 [2]	\$19.36 [2]	623 [2]	\$34,052.89 [2]	\$55.93	\$3.43 [2]
\$8,402.99	4.33 [2]	\$14.39 [2]	584 [2]	\$35,784.68 [2]	\$62.27	\$3.12 [2]
\$7,973.65	2.40 [2]	\$25.64 [2]	311 [2]	\$18,754.50 [2]	\$61.50	\$3.41 [2]
\$6,575.51	2.47 [2]	\$25.49 [2]	258 [2]	\$16,111.88 [2]	\$62.88	\$4.08 [2]
\$5,320.44	1.85 [2]	\$32.84 [2]	162 [2]	\$9,762.80 [2]	\$60.78	\$4.03 [2]
\$4,954.82	1.63 [2]	\$34.41 [2]	144 [2]	\$7,937.13 [2]	\$55.98	\$5.81 [2]



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MEASURING CREATIVE SUCCESS & FAILURE

- What is Creative Iteration and their key steps?
- How to interpret creative analysis and create actionable insights.
- Custom Metrics Formulas
- Why the first 3 seconds are so important in your ad creatives. Stop Rate!!
- Thumbnail / Video Cover Image Testing

CREATIVE ITERATION BACKGROUND

In performance creative marketing, creating an iteration for an ad creative refers to the process of making modifications or adjustments to an existing advertisement to improve its performance and effectiveness. It involves analyzing the ad's performance metrics, identifying areas for improvement, and implementing changes to optimize its impact.

Here are the key steps myself and my team look at when creating an iteration for an ad creative in performance creative marketing:

Performance Analysis: The first step is to analyze the performance of the existing ad creative. This includes assessing key metrics such as click-through rates (CTR), conversion rates, engagement levels, Stop Rate, Hold Rate, and overall campaign performance. By understanding how the ad is currently performing, we as creatives, can identify areas that need improvement.

Identify Areas for Improvement: Based on the performance analysis, we can identify specific areas within the ad creative that require modification. This could include the headline, visuals, call-to-action (CTA), messaging, color scheme, or layout. It's important to focus on elements that are directly impacting the ad's performance metrics.

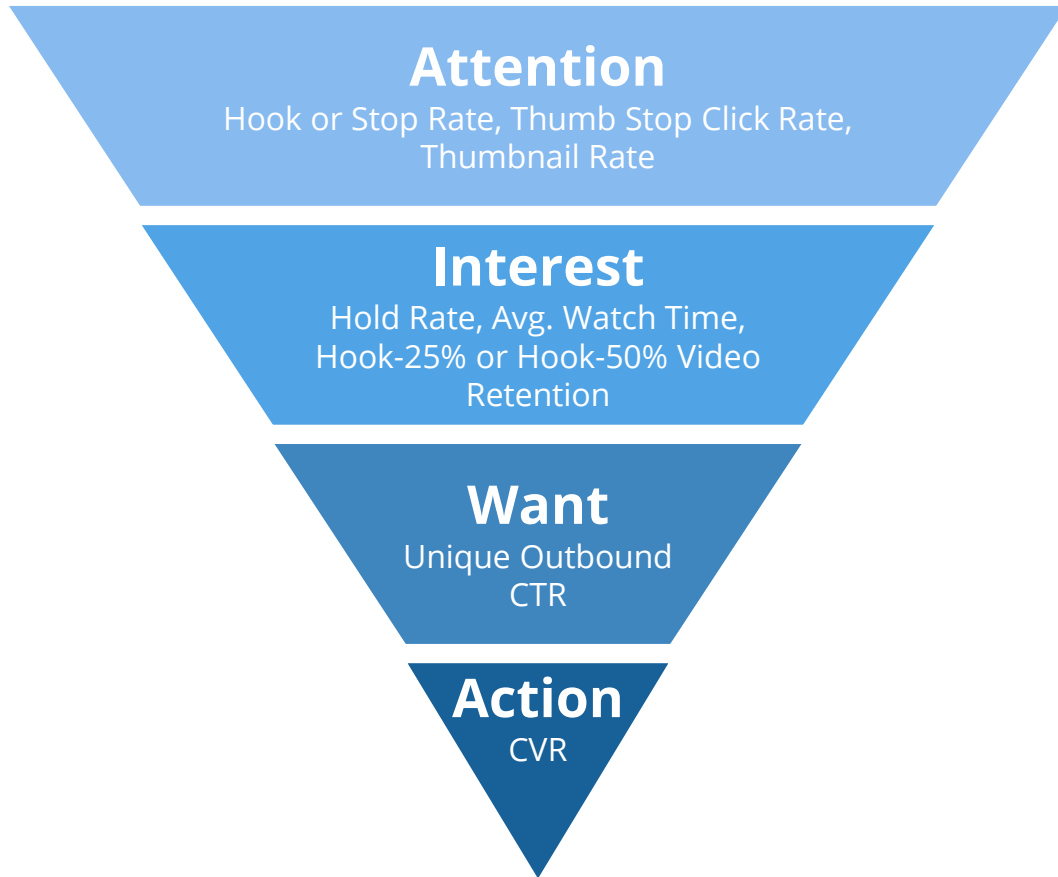
Set Goals and Define Changes: Before making any modifications, we should establish clear goals for the iteration. For example, the goal could be to increase Stop Rate, Watch Rate Durations, or CTR by 10%. Once the goals are set, specific changes to the ad creative can be defined to align with those objectives.

Implement Changes: With the defined modifications in place, the next step is to implement the changes within the ad creative. This could involve tweaking the hook, adjusting the visuals, refining the CTA, or repositioning the blocks elements.

Testing: To determine the effectiveness of the iteration, it's common practice to conduct A/B testing. This involves creating multiple variations of the ad creatives, including the original version and the modified iteration, and testing them simultaneously with different segments of the target audience. By comparing the performance metrics of each variation, we can gauge the impact of the iteration.

Analyze Results and Iterate Again: Once the A/B testing phase is complete, the results should be analyzed to determine the impact of the iteration. If the changes resulted in improved performance, they can be implemented as the new version of the ad creative. However, if the iteration did not yield the desired results, further modifications and iterations may be necessary to continue optimizing the ad's performance.

MEASURING CREATIVE SUCCESS & FAILURE



■ Attention:

- **Stop Rate** - (2 sec, 3 sec, 6 sec Video Views / Impressions)
- **Thumb Stop Click Rate** - (Clicks / 2 sec or 6 sec Video Views)
- **Thumbnail Rate** - (Video Plays / Impressions)

■ Interest:

- **Hook-25% Video Retention** - (Video Plays at 25% / 3-Second Video plays)
- **Hook-50% Video Retention** - (Video Plays at 50% / 3-Second Video Plays)
- **Hold Rate** - (Thru Plays / 3-Second Video Plays)
- Average Watch Time

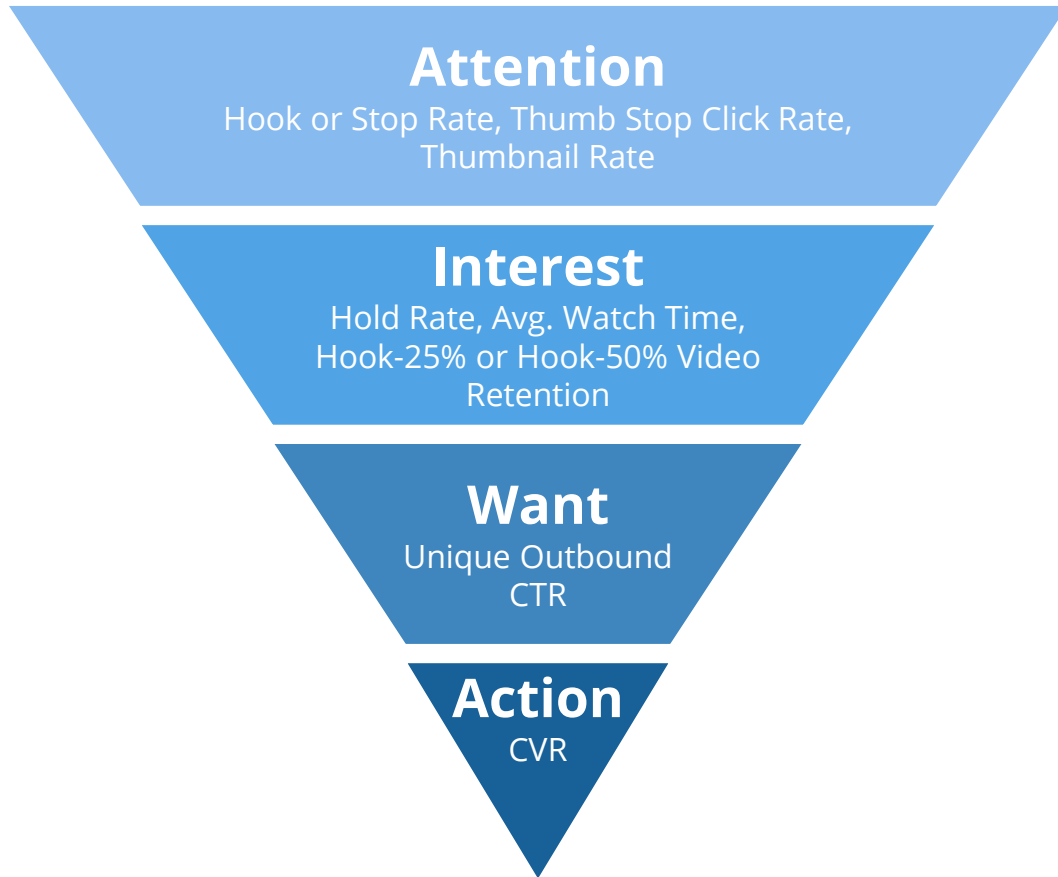
■ Want:

- **CTR** - (Unique Outbound Clicks)

■ Action:

- **Conversion Rate** - (Purchases / Unique Outbound Clicks)

MEASURING CREATIVE SUCCESS & FAILURE



- **High Stop Rate > Low Hold Rate:**
 - Iterate the last 50% of the video
 - Trim video length
 - Font load unique selling propositions to beginning of video
 - Rearrange “blocks”
- **Low Hook Rate > High Hold Rate or High Conversion Rate:**
 - Iterate on the Hook
- **High Stop Rate + Hold Rate > Low CTR**
 - Iterate on text overlay, graphic overlays - try to create URGENCY
 - Iterate on Offer
 - Rearrange “blocks”
- **High CTR > Low Conversion Rate:**
 - Disconnect between ad messaging and landing page messaging.
 - Iterate on Landing Page
 - Iterate on Offer / Pricing
 - Audience / Targeting Misalignment - Naaa!

CUSTOM METRICS FORMULAS

- Stop Rate - Meta - (3 sec Video Views / Impressions)
- Stop Rate - TikTok - (2 sec, 6 sec Video Views / Impressions)
- Thumbnail Rate - (Video Plays / Impressions)
- Hook-25% Video Retention - Meta - (Video Plays at 25% / 3-second Video Plays)
- Hook-50% Video Retention - Meta - (Video Plays at 50% / 3-second Video Plays)
- Hold Rate - Meta - (Thru Plays / 3-second Video Plays)
- Average Watch Time
- CTR - Meta - (Unique Outbound Clicks)
- Unique Outbound Link CTR - (Unique outbound clicks / Impressions)
- Conversion Rate - Meta - (Purchases / Unique Outbound Clicks)
- *Thumb Stop Click Rate - (Clicks / 2 sec or 6 sec Video Views)



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CREATIVE ITERATION PROCESS & AVOIDING AD FATIGUE.

- Explain Unicorn – Mini-Unicorn Process.
- Examples of using the Creative Playbook to create Iteration of top performing ads or ads that are close to the KPI goal.
- Iteration Best Practices.
- What is Ad Fatigue and how its measured.

CREATIVE ITERATIONS CHECKLIST ENDLESS WAYS TO ITERATE...

LOW EFFORT – HIGH EFFORT – “BETTER YOUR BEST & FIX THE REST”

- Creative Playbook / Kit
- Change the hook text
- Change the hook visual
- Change the VoiceOver / text to speech
- Extract the hook or VO from another ad
- Trim the video
- Adding a review or more social proof
- Testing the same creative with a different person
- Change order of blocks or messaging
- Create a green screen version
- Converting the image into a gif or short video/feature call out
- Create a reaction video
- Add a TikTok questions box / Comment Response
- Remix it with another ad aka Hype Video
- Add a CTA card at the end
- Testing new landing pages
- *Document additional spend
- *Label new ad - iteration

HOW TO ITERATE ON TOP PERFORMING ADS TO AVOID AD FATIGUE

Unboxing Video Batch
1 card, 5 files

Winning concept of POV Unboxing for the account with an evergreen product overlay.

Goldbelly

Sponsored

Goldbelly shipped me Chicago's legendary deep dish pizza – is it worth it?

DEEP DISH PIZZA
SHIPPED TO ME FROM
GINO'S EAST IN CHICAGO

DEXPLORERS

SHIPPING

GOLDBELLY.COM
Chicago's Iconic Deep Dish Pizza – Ships Nationwide

SHOP NOW

Thomas D... 15 Comments 11 Shares

Screen Recording 2021-03-26 at 8.47:35 PM.mov
Download • 11.4 MB

Goldbelly

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Here's what happened when Goldbelly shipped me the most EPIC sandwich.

THE ORIGINAL MUFFULETTA
FROM
CENTRAL GROCERY IN NOLA

SHIPPING

GOLDBELLY.COM
The Best Game Day Eats -- Ship Nationwide!

SHOP NOW

Christy Guil... 14 Comments 2 Shares

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Winning Ad
1 card, 1 file

Winning concept of POV Unboxing for the account with an evergreen product overlay.

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It's time to up your GAME DAY EATS!

DEEP DISH PIZZA
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DEXPLORERS

SHIPPING

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SHOP NOW

Melissa G... 51 Comments 21 Shares

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Ad 1
1 card, 1 file

Iteration 1: Creative is evergreen but the copy is a Tailgate copy. We tested a different layout for the creative that showcases multiple product selections. We are using copies that are relevant to the season.

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Goldbelly shipped me Chicago's legendary deep dish pizza – is it worth it?

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Amy Jo Jaco... 2 Comments 1 Share

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20% OFF SITEWIDE!

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SHOP NOW

Gillian Town and 2 others 2 Comments

Screen Recording 2021-03-26 at 10.47:19 PM.mov
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Ad 2
1 card, 1 file

Iteration 2: Creative has a banner of season-related text. We tested having the messaging in the creative performs better than only mentioning the messaging on top.

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Ad 3
1 card, 1 file

Iteration 3: Sales copy overlay on the creative.

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Sponsored

20% OFF SITEWIDE!
Jump Start Your Holiday Gifting With The Nations Most Iconic Foods

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Ad 4
1 card, 1 file

Iteration 4: An attention-grabbing shot (cheese-pull) is looping at the begging of the video with a text banner overlay to give the message at the beginning. "Shipping Nationwide"

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Goldbelly shipped me Chicago's legendary deep dish pizza – is it worth it?

DEEP DISH PIZZA
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Tyler Sison and Tracy J Cot... 2 Shares

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America's greatest food shipped to you!

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DEXPLORERS

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Chicago's Iconic Deep Dish Pizza – Ships Nationwide

SHOP NOW

Tyler Sison and Tracy J Cot... 2 Shares

Screen Recording 2021-03-26 at 10.50:01 PM.mov
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Ad 5
1 card, 1 file

Iteration 5: Holiday focused voiceover and text overlay.

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Send the gift your family really wants this year... Chicago's Iconic Deep Dish Pizza!

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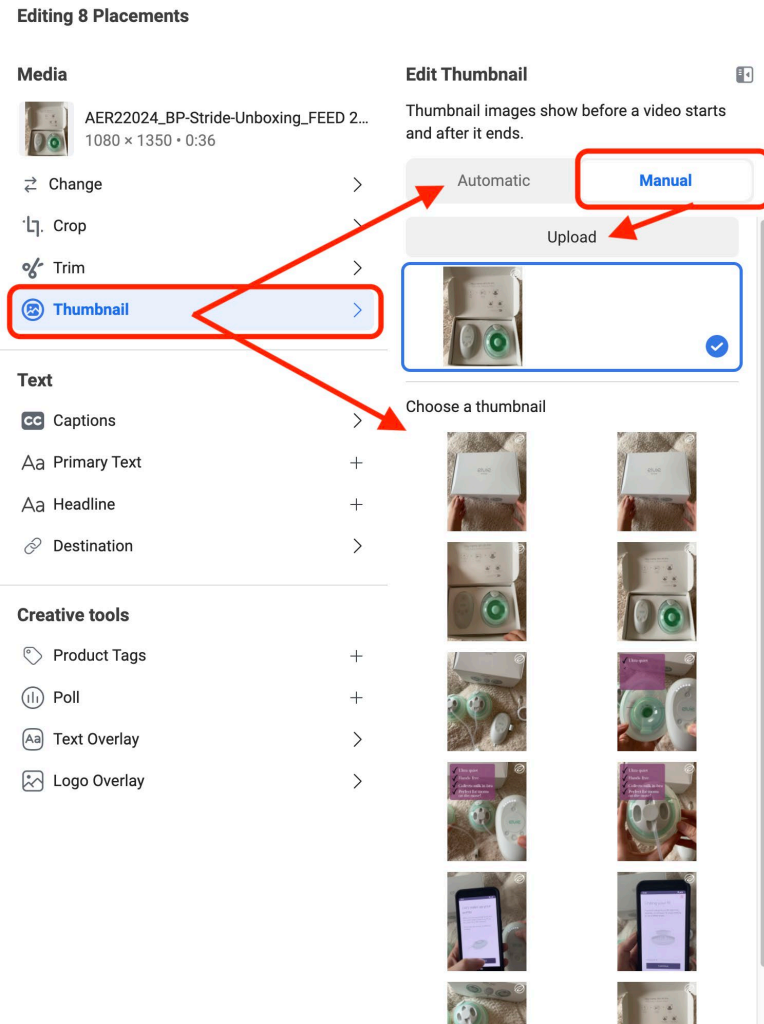
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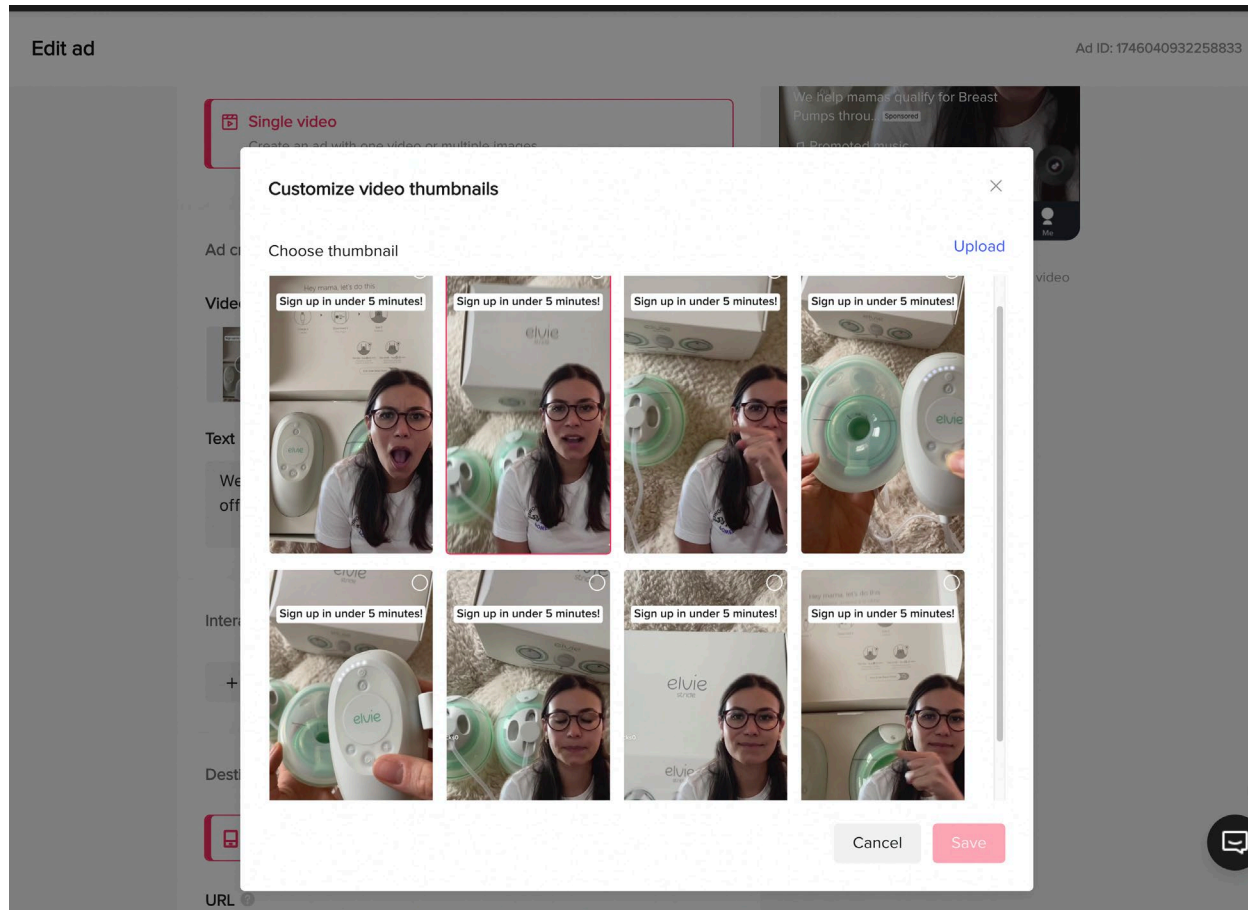
META THUMBNAIL / VIDEO COVER IMAGE TESTING



Thumbnail Testing

- Meta + TikTok make it easy and encourage Thumbnail testing.
- You can choose an automated option or manually upload an image you think will capture a user's attention as they scroll
- Updating the Thumbnail is a great way to extend the life a winning ad or retest an ad that is performing ok (20% from your main KPI)
- Product is the HERO, make sure the product is always visible static or video ads

TIKTOK THUMBNAIL / VIDEO COVER IMAGE TESTING



Thumbnail Testing

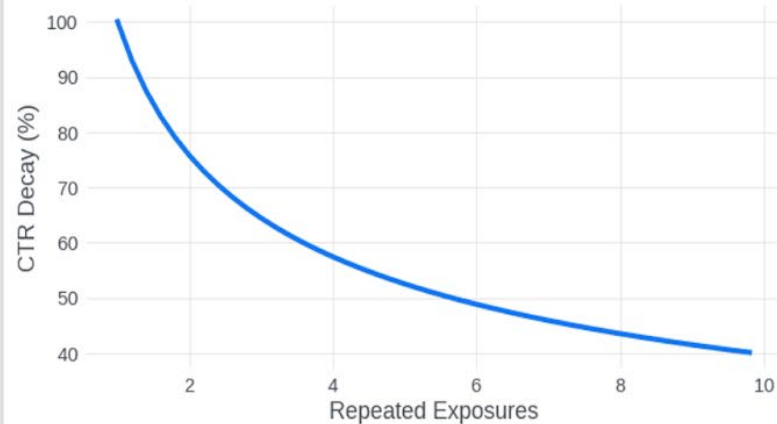
- Meta + TikTok make it easy and encourage Thumbnail testing.
- You can choose an automated option or manually upload an image you think will capture a user's attention as they scroll
- Updating the Thumbnail is a great way to extend the life a winning ad or retest an ad that is performing ok (20% from your main KPI)
- Product is the HERO, make sure the product is always visible static or video ads

WHAT IS AD FATIGUE & THE REACH + FREQUENCY METRICS BEHIND IT?

02 WHY DOES CREATIVE FATIGUE MATTER?

After 4 repeated exposures, we expect:

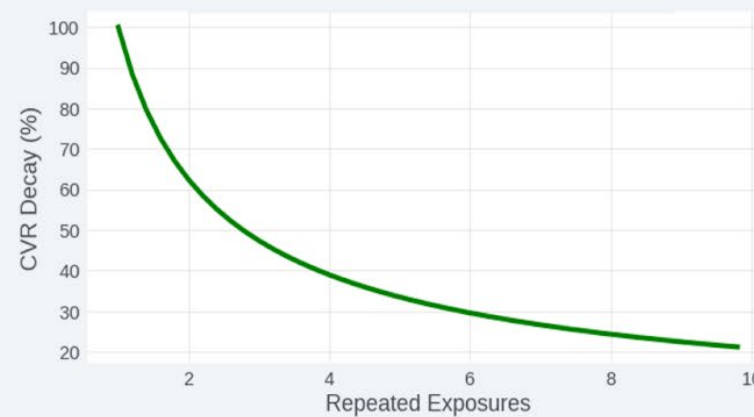
~40% drop in CTR
(on average)



Correlational analysis suggests that doubling the number of repeat exposures is roughly associated with a 24% decrease in click through rate*

* Source: Analysis conducted on all objective campaigns (1,455,141 accounts, 323 countries, 1/31/2021-2/2/2021)

~60% drop in CVR (purchase optimized)
(on average)



Correlational analysis suggests that doubling the number of repeat exposures is roughly associated with a 37% decrease in conversion rate for offsite purchases**

** Source: Analysis conducted on purchase optimized campaigns (147,610 accounts, 232 countries, 1/31/2021-2/2/2021)



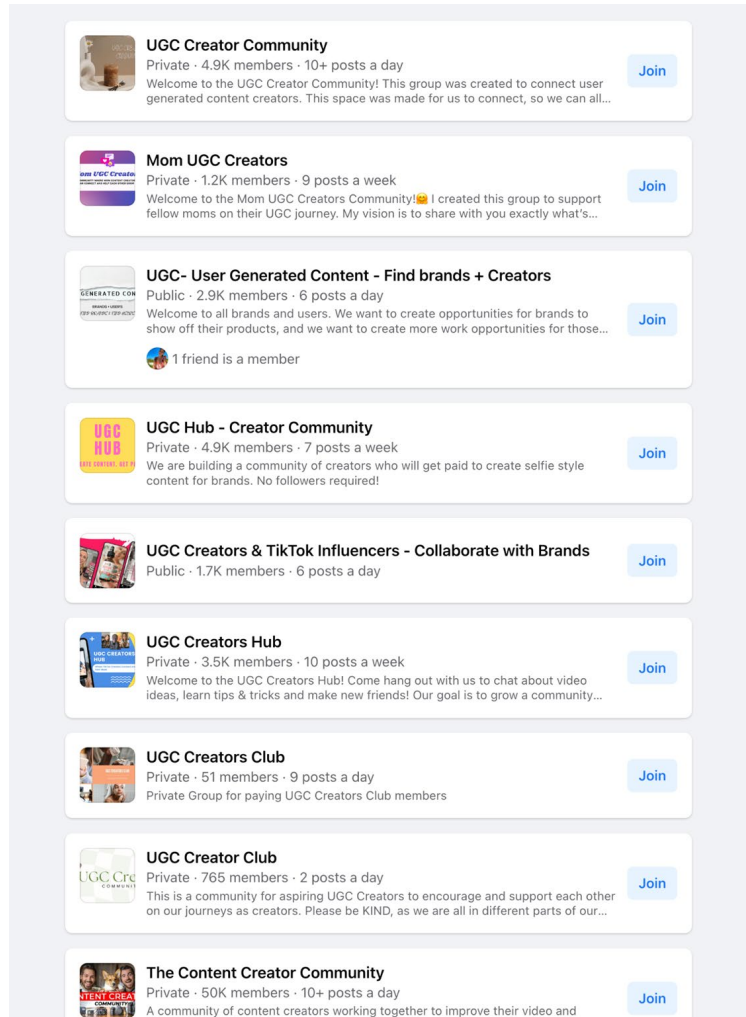
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HOW TO GET STARTED WITH USER-GENERATED CONTENT.

- Which services to use for UGC, and what to look for in a content creator + video content editors.
- Should you be looking at a creator marketplace or should you find creators on your own?
- Setting a Customer Generated Content Pipeline
- META + TikTok Creative Ad Library

HOW TO GET STARTED WITH USER-GENERATED CONTENT



Customers – Ask your customers for a video testimonial in exchange for a free product or store credit. **Nothing compares** to content from real customers...**nothing!**

Brand Ambassadors - Choose content creators who are the ideal customer and have experience with creating & editing direct response content, specifically for META and TikTok Advertising. ****Content is low cost, save your money for great editors!!**

Random / Creator who have published content whom you have no relationship with. See if Creators are “already” creating content organically for your content. If so, message them to see if you can use the content for paid ads in exchange for a fee or product. The advantage of using this content is its authentic and already has some engagement data behind it in terms of reach, likes, shares, etc.

- TikTok – Request Spark Code to run ads 365 Days
- Request raw video files to edit videos (if necessary for Meta + TikTok)
- Users Meta + Instagram profile handles for Whitelisting (not necessary, however, major impact on ad performance, 30% increase in conversion rate)
- To keep costs low, purchase creative rights for 1 month with option to extend license at same monthly price.

META and TikTok Creative Marketplace – great place to source content with creators of all levels. May not be available to all advertisers at this time and is quite pricey. **\$\$\$**

Influencer Marketing Agencies – can provide full-service content creation management, including outreach, contract and image rights negotiations, scope, scripts, and at scale **\$\$\$\$\$\$**

Facebook Groups – find quality UGC creators through many Facebook Groups

SHOULD YOU BE LOOKING AT A CREATOR MARKETPLACE / INFLUENCER MARKETING AGENCY OR SHOULD YOU FIND CREATORS ON YOUR

OWN?

What You Need to Be Successful + Checklist

1. Be ready to provide creators with a light script to ensure they call out all problem and solution the product or service is providing. If you want the Creator to discuss a feature, ingredient, USP, anything, you must provide detailed instructions. The key to success is more information and direction.
2. Video Editors - Regardless of which service you choose, you'll still want a content editor to edit the content into a more affective direct response ad. Editing the content into multiple variations with various intros, lengths, unique selling propositions call out graphics ,etc.
3. We don't want 10-minute video of ranting. We want 3 to 5 minutes of story telling for editors to be able to edit quickly. Get creators to work on as many hooks as possible, you can usually bake in the body of the script with many different opening hooks.
4. Be authentic, consumers can tell if person is not being genuine or has limited experience with the product.
5. The setting should be relatable to the brand or service.
6. Within the first 3 seconds, make sure they are engaging the audience (this can also be edited). This consumer should know exactly what the product is and what they are going to do in the video. Creator should provide video with multiple intros for testing and editing.
7. Share examples of similar videos / scripts for them to follow!

SHOULD YOU BE LOOKING AT A CREATOR MARKETPLACE / INFLUENCER MARKETING AGENCY OR SHOULD YOU FIND CREATORS ON YOUR OWN?

Who = Audience: Customers who are satisfied with the product.

What = Questionnaire: Prepare a set of product and customer journey questions to ask customers and video examples.

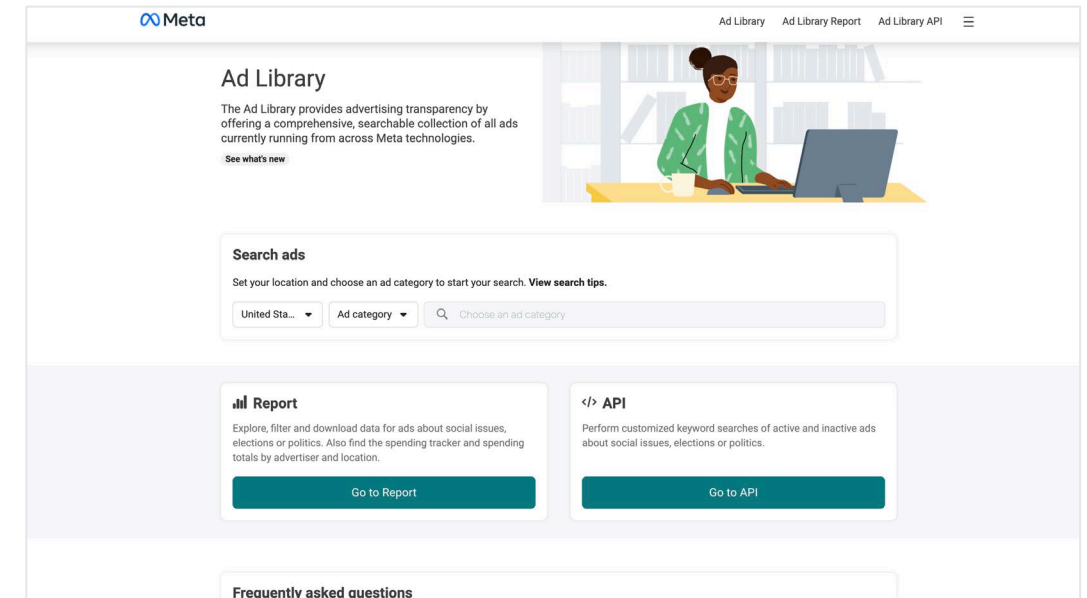
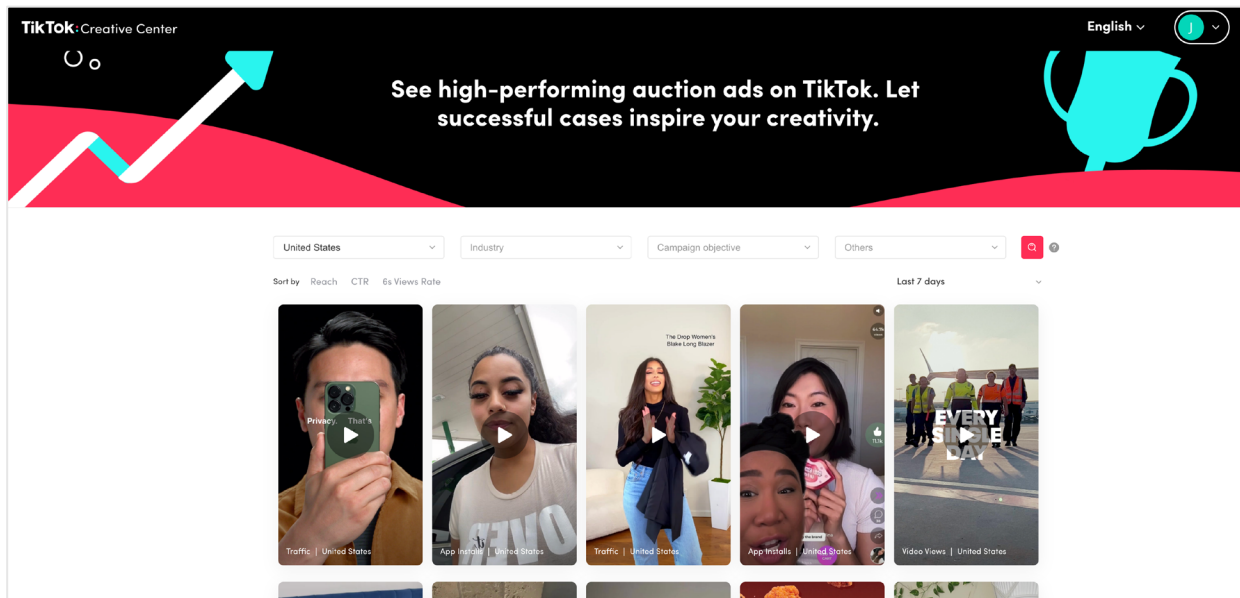
When = 30 Days Post Purchase: Dispatch after the return time period has expired or time period where customer is least likely to return product.

How = Email Marketing Software: Using any email marketing platform to create Customer Generated Content campaign flow.

Why = Low cost and scalable! In exchange for video content customer will be compensated with a \$25 Amazon Gift Card.

RESEARCH & COMPETITOR ANALYSIS – META + TIKTOK AD LIBRARY

- Which services to use for low cost UGC footage?
 - [Facebook Ad Library](#)
 - [TikTok Creative Center](#) - Sort by
 - Reach
 - CTR
 - 6s Views Rate



CALENDAR OF UPCOMING WORKSHOPS

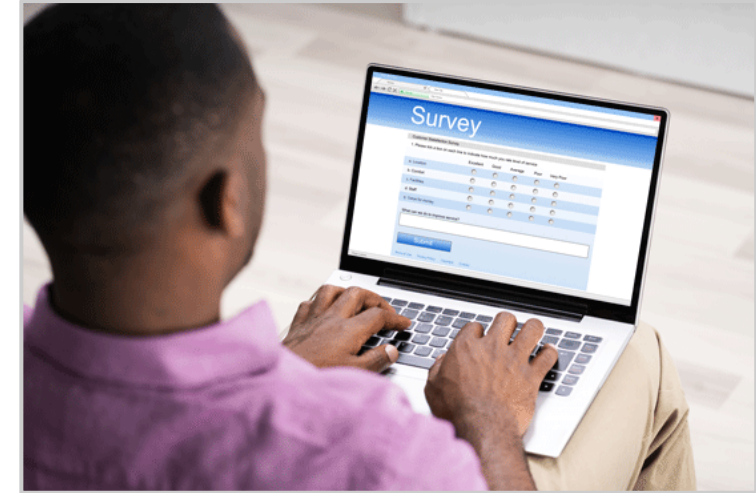
- See a full list of upcoming live online and all recorded workshops:
<https://dmanc.org/digital-marketing-certification-workshops/>

Certification



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- Your feedback is very important to us.
- We look at each survey and use the input to improve the class and plan future workshops.
- We value your time, so we'll send you a \$10.00 Amazon eGift card as a thank you for completing the survey.
- Your Amazon eGift card will come from gc-orders@gc.email.amazon.com (please whitelist). If you don't see it check Junk/Spam folders or contact us using the DMAnc.org website Contact Form.



CONTACT US

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- Send follow-up questions and I'll reply.

Laurie Beasley

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THANK

YOU