

Social Media Audit Sheet for ecommerce brands.

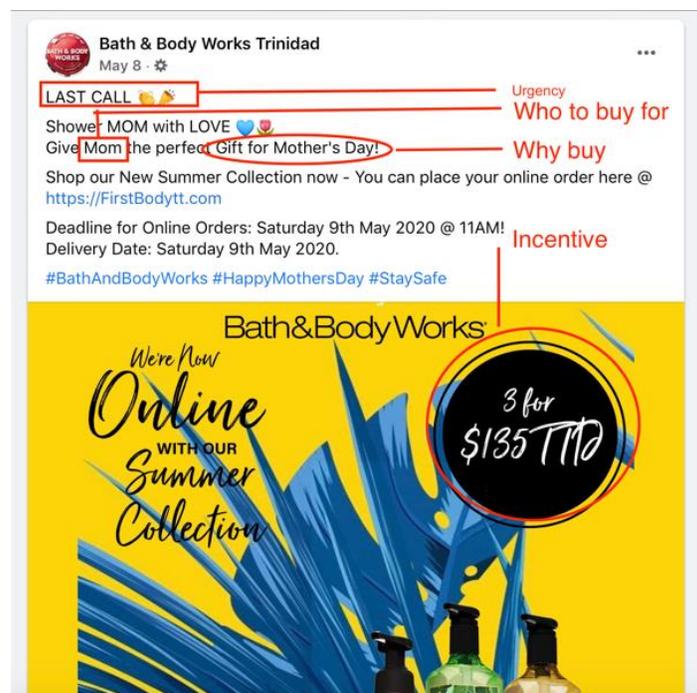
This checklist allows you to audit your social media advertising, step one in the Lab's Buyer Funnel.

Actual campaign used on: Firstbodytt.com

Valuable ad formula:

- **TARGETING:** GEOGRAPHY, AGE, GENDER.
- **AD COPY:** [WHY BUY] [WHO TO BUY FOR] [INCENTIVE][URGENCY]

EXAMPLE.



From above.

Proof points in red.

[WHY BUY] - “Shower mom with love”.

Here, text is used, but for other brands, especially apparel, the keywords, images and adjectives to communicate the “why” can be different and will be equally effective. It could be an emotional pull, or other urge being satisfied. Knowing your audience as a startup really makes it easy to do this repetitively and in a scalable way.

[WHO TO BUY FOR]. - “Mom”

Every item has a person designed to use it. Is it your buyer, their children or themselves? Look at the challenges and pain points for your buyer and help them to alleviate that need by sharing “who is this for” via images, video or text in your ads.

[INCENTIVE] - “Gift”. “Bundle \$3 for 135”.

What makes your item special for this buyer? Communicate this to show why you are the best fit for the buyers challenges or pain points.

Incentive definition: What itch do you scratch? Needs of the customer which you are relieving.

Example of needs: cant always afford goods, need a gift of value.

Incentive: Bundle, online orders,

[URGENCY] - “Last Call” “Mothers day”

Are you having a one time event? Is this in limited stock? This will get you fast cash. It will allow buyers to flood your store. Do this with a visual clock, a text stating deadline, an image signifying depletion. The urgency touchpoints are emotional and invoke a buyer response.

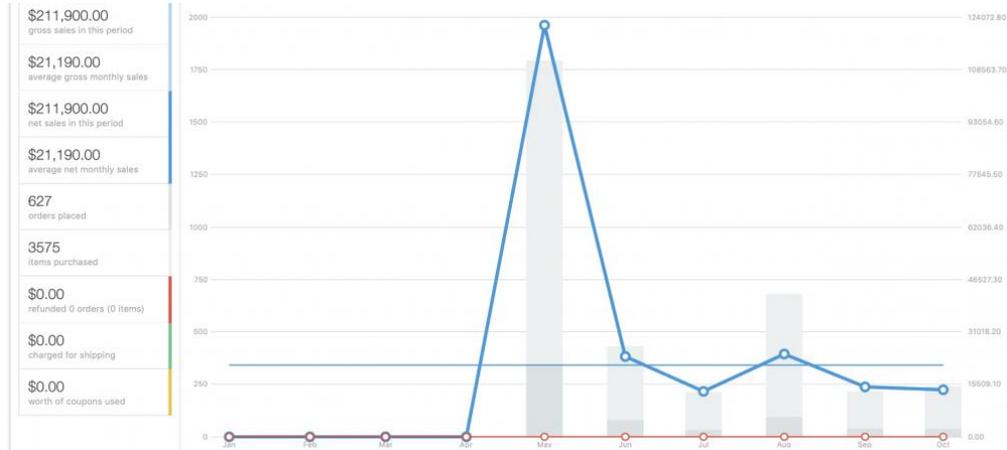
Make sure that your website follows through on the emotions being easily satisfied, do not put a signup form for example, depending on your brand, buyers will leave.

Result: \$20,000USD in 12 hours.

1. Less marketing headache.

Benefit: 1. A framework and process for an overwhelmed retail business.

2. More Revenue.



Activity sheet.

For your next ad, complete the following.

1. Pick your local geography in targeting. 10-mile radius of where you are is good to start for targeting purposes.

2. Choose your audience age range.

3. Choose the gender for you ideal audience for targeting purposes.

4. Choose 2 incentives your audience will love.

5. Chose 1 reason to buy

6. Choose 1 person to buy this product for

7. Choose 1 urgency.

It's time to make your next ad!

Need 1-1 help? I'm here to support you: My calendar is linked below to call my team directly at no cost just for you.

<https://calendly.com/hublab/welcome-meeting>