

# Red Thread Labs

## Flagship Offer Deck

***Trust Isn't Earned at the Checkout Page,  
It's Built Along the Scroll.***

## The Problem

You're running ads, maybe even getting decent clicks.

But conversions? They stall. Something's off.

It's not your product. It's not your landing page.

It's the missing trust layer in your content journey — the piece between "hmm" and "hell yes."

## What We Do

We help high-growth brands bridge the conversion trust gap with scroll-stopping content and structured buyer journeys.

### **Our core focus:**

- Premium visual storytelling
- Strategic content systems that move your audience from "hmm" to "hell yes."

This isn't about going viral. It's about:

- Higher click-through rates
- More qualified buyers
- Shorter buying cycles
- Stronger retention and post-purchase loyalty

# Our Core Method

## The Red Thread Framework

### Phase 1

**The Buyer Journey Audit:** Where do people drop off — and why?

- Visual + copy audit of your entire funnel
- Mapping out your TOFU/MOFU/BOFU journey
- Identifying friction, trust gaps, dead zones, missing proof, and unclear CTAs
- Competitive teardown: What your category leaders do differently
- Output: A clarity map of “what’s missing” and “what’s wasting money”

Audit

Funnel  
Mapping

Trust Gap  
Analysis

Competitor  
Analysis

Output

## Phase 2

**Content Engine Deployment:** Plugging the gaps with conversion assets that punch above their weight

### Ad Creative Development

- Scripted, designed, and delivered Top/Mid Funnel content
- Scroll-stopping formats optimized for paid + organic

### Trust Layer Content

- Reworked testimonials, founder videos, and behind-the-scenes assets
- UGC hybrid clips with intentional CTA scripting

### Website / Landing Content

- On-site visuals & trust triggers
- Fixing friction-heavy sections that silently bleed conversions

## Phase 3

### Delivery & Performance Layer

- Visuals optimised for platforms (Meta, TikTok, YouTube, DTC websites)
- Website Optimisations to ensure smoother buyer journey + 15-days of ASYNC support

## How We Measure Success

- Cost Per Acquisition (CPA) before/after content rollout
- CTR / Watch Time across platforms
- Landing page conversion rates pre/post deployment
- Brand sentiment, engagement, and retention metrics

## Past Brand Experience

We've brought content to life for:

- BondiBoost
- BMW
- ASUS

And helped dozens of brands punch above their visual weight. Read the full case study [here](#).



# What's Included

## Example Package

### Core Package

- 1x Buyer Journey Audit & Map
- 3x TOFU Video Ads (scripted + designed + edited)
- 2x Testimonial/Trust Assets (UGC/refilmed, formatted)
- 1x Landing Page Visual Revamp (hero section + CTA flow)
- Performance Layer (hooks, CTAs, packaging, audit)
- 30-min Strategy Call + 14-day async support

**Delivery Timeline:** 2.5-3 weeks

**Expected Investment:** \$6.5k USD

***You're not buying hours.  
You're buying outcomes.***