

1

00:00:10.260 --> 00:00:11.790

Alex Cooper: Welcome in, guys!

2

00:00:13.370 --> 00:00:14.860

Alex Cooper: Welcome in!

3

00:00:15.980 --> 00:00:19.169

Alex Cooper: Today we're doing some B2B.

4

00:00:21.320 --> 00:00:29.680

Alex Cooper: strategy So, I will not wait around for people to join, we can just get straight...

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00:00:29.830 --> 00:00:40.739

Alex Cooper: into it. Today, we're gonna be doing B2B, strategy for a tool that a lot of people here are familiar with.

6

00:00:41.000 --> 00:01:00.039

Alex Cooper: We're gonna be doing it for Foreplay. I'm gonna be making ads, or, like, coming up with ideas for ads, for the Foreplay team, because people here know, like, well, I'm assuming a lot of people here know what it is. It should be easy for you guys to follow along and see my thought process. Thank you everyone for sending their,

7

00:01:00.120 --> 00:01:01.630

Alex Cooper: there.

8

00:01:01.630 --> 00:01:22.660

Alex Cooper: B2B companies in, I will probably pick another one for the YouTube video that I do in a couple weeks' time, but today we're going to do it for foreplay. Just before we get started, this is the final week of the course, which is, very exciting, and we've got a very exciting plan, for this week, as I said in Slack earlier on today. Four sessions in four days, today's the first.

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00:01:22.680 --> 00:01:41.560

Alex Cooper: Of those four, we have this session today, we have the session tomorrow with, with Barry Hot, who's gonna come in and talk about his process for using AI in advertising. On Wednesday, we have Vibe Marketer coming in, talking about NAN workflows. On Thursday, we have the wrap-up with Jimmy and myself.

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00:01:41.560 --> 00:01:45.930

Alex Cooper: Which will be the end of the course, so we're finishing strong, it's gonna be a lot of fun.

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00:01:46.030 --> 00:01:47.040

Alex Cooper: And...

12

00:01:47.070 --> 00:01:54.339

Alex Cooper: Just before we get started, I know I spoke about this briefly last week, but, I prepared, or am preparing, something

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00:01:54.360 --> 00:02:08.159

Alex Cooper: pretty cool for you guys. This is where I've got up to so far with the giveaway. I'm gonna give away a bunch of ad create resources, which I'm gonna get to all four, but we're gonna do it anyway.

14

00:02:08.160 --> 00:02:14.559

Alex Cooper: a bunch of prompts, templates, you know, AI Studio prompts, Teak Research prompts.

15

00:02:14.630 --> 00:02:26.600

Alex Cooper: prompt library template, like, creative briefs, like, everything that I can try and give away, I'm gonna put into this giveaway for Thursday, so make sure you show up to the session. And again, if anyone here is kind enough to, ...

16

00:02:27.300 --> 00:02:45.070

Alex Cooper: give a testimonial, because you have got value from this program. Please DM it to Sarah Adinder, on Slack, S-Y-R-A, and we will prepare something special, additional to this for those who are kind enough to give us a testimonial if you have got value from the course.

17

00:02:45.450 --> 00:02:52.589

Alex Cooper: So, let's get into it. We're gonna be doing strategy for foreplay today. Foreplay are a tool... is a swipe file tool.

18

00:02:52.870 --> 00:03:06.440

Alex Cooper: And this is where, like, this is where they're starting from, this is their ads currently. And basically, we use Foreplay to save down inspiration for our ads. So we're using an ad tool to make ads.

19

00:03:06.440 --> 00:03:15.169

Alex Cooper: For the tour, today, which is gonna be fun. If you have, questions, I wanna make this one like the one that we did

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00:03:15.350 --> 00:03:32.379

Alex Cooper: last week, or a couple of weeks ago, that is, like, pretty interactive with you guys, and I will have probably a smaller crowd today, because, it's B2B, and I think most people in the course are B2C. Not to say that the stuff here, like, can't be applied to B2C, but, like, I think it's

21

00:03:32.380 --> 00:03:35.410

Alex Cooper: that are applied to B2B, and there'll be some slight nuances.

22

00:03:35.500 --> 00:03:36.570

Alex Cooper: ...

23

00:03:37.160 --> 00:03:52.200

Alex Cooper: But if you do have questions, put them in the chat. You can use the Q&A function, but I've got the chat open on my window on the side here, so if you've got questions, put them in, and we'll go through them together as I am going through this, ...

24

00:03:52.760 --> 00:03:53.770

Alex Cooper: Cool.

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00:03:54.020 --> 00:04:02.900

Alex Cooper: So, I am gonna start off, here. I'm showing my screen, right guys? You can see.

26

00:04:04.390 --> 00:04:05.790

Alex Cooper: Someone give me a yes.

27

00:04:08.310 --> 00:04:14.019

Alex Cooper: Even if it's a note-taker. Am I sharing my screen? Yes, thank you. Perfect.

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00:04:14.760 --> 00:04:16.620

Alex Cooper: So, ...

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00:04:16.620 --> 00:04:36.000

Alex Cooper: I'll quickly run through a couple slides. I'm not gonna, like, talk about why I had to create this informal, because this is actually from another deck, and I don't think you guys need

to know that. Well, you should already know that. Although I will say, you know, when we've taken the same playbook and, like, from B2C and applied it to B2B, because it seems to be a little less competitive than the B2C space, where everyone is.

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00:04:36.000 --> 00:04:40.779

Alex Cooper: Everyone is running a ton of ads. Not a lot of your competitors are running

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00:04:40.930 --> 00:04:47.009

Alex Cooper: creative to that level when you take the same playbook, we have seen, some very strong results.

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00:04:47.370 --> 00:04:58.930

Alex Cooper: What changes from my process, that we went through a couple of weeks ago? Honestly, not too much. We're gonna go through largely the same process, just slightly different for B2B, but a couple things that are different.

33

00:04:59.150 --> 00:05:14.750

Alex Cooper: The main things to highlight here are there are more stakeholders. You're not just selling to one individual person. Sometimes you're trying to convince someone to go and convince someone, that the purchase decision should be made, and we're gonna go through an example of that, in a second.

34

00:05:14.750 --> 00:05:22.240

Alex Cooper: We still want to sell, with emotion, but, wraps in a little bit more logic, especially if you are higher ticket.

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00:05:22.240 --> 00:05:32.230

Alex Cooper: We're not just gonna be selling to the end users, we're gonna be selling to the end users' bosses, or even the finance departments, to, as to why they should,

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00:05:32.630 --> 00:05:37.529

Alex Cooper: invest in the tool, or the service, or, like, whatever it is. ...

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00:05:37.850 --> 00:05:40.369

Alex Cooper: So we need to consider that in our marketing.

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00:05:40.500 --> 00:05:45.760

Alex Cooper: Longer sales cycles, proven hype. Yeah, you get the picture. ...

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00:05:46.220 --> 00:06:02.139

Alex Cooper: A little bit on that, I'm actually going to cover this one first. This is the biggest change, like, the fact that there are more stakeholders, and the thing that I want to think about, because we're going to go into the persona excise again, that we did, a couple of weeks ago, the thing that we want to think about is...

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00:06:03.030 --> 00:06:16.299

Alex Cooper: who is the person... who is the primary persona we should be marketing to? We can market to, you know, both the end user and the decision maker, but who should we lead with when we go in with the personas? And the way that I generally think about this for B2B is...

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00:06:16.870 --> 00:06:23.980

Alex Cooper: Which, ... which persona, closest to the pain point,

42

00:06:24.950 --> 00:06:49.419

Alex Cooper: can we, like, prioritize who does not need to get permission for them to scan their credit card? And what I mean by that is, ideally, you go straight to the end user, the end user here, but if it's a \$7,500 product, like, there's no point, like, basing all your marketing towards the end user, or, like, in Fubo's case, the creative strategist.

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00:06:49.720 --> 00:07:00.079

Alex Cooper: Because, they're gonna need to go straight to their boss and sell it. So, in that case, I think about going to the decision maker. If it's a 20 bucks a month, product.

44

00:07:00.220 --> 00:07:14.219

Alex Cooper: or a SaaS tool, then there's no point selling to the decision maker, or, like, primarily selling to the decision maker, because they're not going to care about a \$20 a month product. The creative strategist, performance manager, whatever, would just go and

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00:07:14.220 --> 00:07:26.050

Alex Cooper: expense it, or just get the company to pay for it. So, we want to think about who's as close, like, who's the closest to the pain point who does not need to get approval, for the purchase, and that's obviously going to change depending on

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00:07:26.050 --> 00:07:30.069

Alex Cooper: how high ticket your service is. So for foreplay.

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00:07:30.120 --> 00:07:40.940

Alex Cooper: I would actually argue it's a combination of these two. The gatekeeper here, I've put it here, it's not necessarily something we need to consider, at least up front in our marketing, that's more on the back end, especially if you're a service business.

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00:07:40.940 --> 00:07:52.449

Alex Cooper: But, the... for foreplay, it's a, I believe, \$100 a month, currently? I'm not sure, we've just been on a plan, I need to check. So...

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00:07:52.570 --> 00:07:55.490

Alex Cooper: I'd argue it's possibly a little bit of both.

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00:07:55.570 --> 00:08:16.689

Alex Cooper: That we're talking to, creative strategists and performance managers, and also decision makers, so VPs, CMOs, agency owners, etc. So I'd say it falls somewhere in between, and we're gonna consider both in our marketing, but I just want you guys to, like, think about that for your product, whether you're a, you know, a low-ticket SaaS, or, you know, maybe a high-ticket sales.

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00:08:16.690 --> 00:08:22.759

Alex Cooper: that will shape how you, go about building your personas. And you can still build personas for all of these.

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00:08:22.760 --> 00:08:25.670

Alex Cooper: But, just be conscious of it, because that is the main difference between this

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00:08:26.220 --> 00:08:31.729

Alex Cooper: And, B2C, where obviously there's only one person that you are, selling to.

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00:08:32.110 --> 00:08:39.540

Alex Cooper: So, what have I found to work for, for B2B before we...

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00:08:39.720 --> 00:08:43.030

Alex Cooper: Get into some claw chats, and get into some examples.

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00:08:43.080 --> 00:08:51.939

Alex Cooper: A bunch of different styles, and I'm gonna go through a

couple of brands, like, B2B companies that I think are doing a good job. But generally, just a lot of...

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00:08:51.940 --> 00:09:12.639

Alex Cooper: social proof. Like, especially when you're sending to decision makers, like, we just need to coat them in case studies, testimonials, and authority figures. And, like, that's what we've seen work almost across the board when we work with B2B companies. Now, granted, we haven't worked with as many, on the lower ticket side, but, like, these are always my go-tos when it comes to, these sorts of businesses.

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00:09:12.730 --> 00:09:24.929

Alex Cooper: We're gonna look at some educational explainers as well, and some comparison ads, but it depends where your, like, personas are in the stages of awareness as to which of these you're going to execute.

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00:09:25.160 --> 00:09:35.640

Alex Cooper: So, before I do, some of the claw chats and we go into some strategy together with our initial DEET research prompt, I am just gonna show you guys

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00:09:35.850 --> 00:09:48.270

Alex Cooper: some examples of, like, this is my... this is actually my foreplay board, ironically, of B2B ads that I like that go through some of these, ...

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00:09:48.580 --> 00:09:51.370

Alex Cooper: Go through some of these different styles.

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00:09:51.930 --> 00:10:14.300

Alex Cooper: That's not it. And... I mean, I'll just... I'll just pull up some of these, and we'll go through them. One thing that actually isn't on... isn't on this list, because it's more trendy than... than, like, a... like a... more evergreen format, but I've seen work in a ton of accounts. B2C as well, but especially in B2B, because there's no necessarily, like, there's no pro... like.

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00:10:14.300 --> 00:10:18.920

Alex Cooper: a physical product that we have to try and get into the ad, is these wall of text videos.

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00:10:18.920 --> 00:10:33.010

Alex Cooper: I don't know if you guys have tried these, but, like, we've run these in a bunch of different B2B accounts, and, like,

I've had multiple of these that have gone and spent six figures, which you might seem... might think is a little weird. This is one that we made for motion. ...

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00:10:33.090 --> 00:10:49.500

Alex Cooper: you might think it's a little weird, but you see these... if you scroll the TikTok figure, you see these on TikTok all the time, and just creating something, with a background that's relevant to, your audience, and then some messaging like this, and by the way, when we make these, we make...

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00:10:49.500 --> 00:10:56.579

Alex Cooper: I don't know, sometimes 10, 15, 20 variations of the messaging here, because it all is in the messaging.

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00:10:57.270 --> 00:11:05.200

Alex Cooper: they've done really well when you get them right. So we just think about, like, what, you know, relevant B-roll can we take, whether it's, you know, this is one of our...

68

00:11:05.610 --> 00:11:23.520

Alex Cooper: creative strategist using Motion while sitting by the sea, whether it's, you know, if you are a, you know, a SaaS, an AI music tool, it could be someone in a studio. Like, what relevant B-roll can you get, for...

69

00:11:23.670 --> 00:11:36.090

Alex Cooper: like, this visually telegraphing to your customers, and then, just trying a bunch of different messaging on it. I think we... we do, use this, like, kind of format a lot. Like, my...

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00:11:36.170 --> 00:11:46.760

Alex Cooper: you know, insert relationship, thought I was this, because, I mean, we've seen them work in a bunch of different accounts. There are some more of those here, or maybe it's on the...

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00:11:48.290 --> 00:11:49.940

Alex Cooper: wall of text board...

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00:11:53.160 --> 00:11:56.110

Alex Cooper: You see these on the TikTok feed all the time, yeah, so...

73

00:11:57.160 --> 00:12:06.740

Alex Cooper: My husband finally convinced me to divorce mainstream



media, mainstream news, and read 14. Instead, this ad absolutely crushed. And, like, you might think that's a little weird, because it's just a...

74

00:12:07.050 --> 00:12:19.340

Alex Cooper: 17-second ad with some B-roll in the background, but, like, honestly, I've seen so many of these do well, inside of ad accounts, especially when you can use, emotive or, like, poignant

75

00:12:19.590 --> 00:12:23.889

Alex Cooper: language. Like, my husband finally convinced me to divorce.

76

00:12:24.090 --> 00:12:35.730

Alex Cooper: I'm interested. And then I found out it's mainstream news media and read 4 import instead. But, like, that has hooked me, subconsciously. ...

77

00:12:35.970 --> 00:12:59.509

Alex Cooper: with the, with what we, used there. My boss called me out in a team meeting. I think my boss thought I was cheating. He wanted to know how I'm always in the know for ad performance. So they're using this, like, powerful emotive language that hooks the reader. This is the equivalent of, like, our static hooks, or our, like, you know, video hooks in a normal UGC ad, like, what we're using in the first line. These have actually absolutely crushed. More of, like, a, you know, format than...

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00:12:59.510 --> 00:13:02.359

Alex Cooper: some of the styles that I was looking at, ...

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00:13:02.560 --> 00:13:17.089

Alex Cooper: on the... on the... on the deck we just went through. But, you know, a lot of the stuff that we're gonna go through is case studies and testimonials. However, you can display that. If you're... I mean, especially if you're marketing, but, like, for higher ticket things.

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00:13:17.160 --> 00:13:36.499

Alex Cooper: authority figures, and I... I've looked through Foreplay's, Spider. I actually think that if I was running their marketing, I would lean a lot heavier into authority figures. As you can see here, they've got Orin John, they have, Fraser Cottrell somewhere, so, so these people are known in, like, the marketing space.

81

00:13:36.730 --> 00:13:50.990

Alex Cooper: And I really do think, guys, like, this goes for B2B and B2C, the more AI feed... the more AI, like, creative floods our feed, the less trust that users are gonna have in

82

00:13:51.240 --> 00:13:59.160

Alex Cooper: the stuff that comes up on their feed, and the more important the authority figures become. And here's the thing, like, whatever your...

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00:13:59.230 --> 00:14:17.160

Alex Cooper: service, or, like, products or services, whether you're B2B, whether you're B2C, you will have some sort of authority figure in your industry, whether that's a doctor, or an esthetician, or a marketer, or a food critic, like, whatever it is, there will be some sort of

84

00:14:17.160 --> 00:14:21.340

Alex Cooper: Authority bigger, that you can, ...

85

00:14:21.470 --> 00:14:41.390

Alex Cooper: go and pay to make ads for you. And what you'll find is they'll be able to speak more authentically than any UGC creator that you could pay. It can be more expensive to do this, but we've seen a lot of these ads do, way better inside the ad account. Like I said, the more AI slop that gets,

86

00:14:41.390 --> 00:14:54.599

Alex Cooper: onto our feeds, the more I think these kind of ads stand out. Extra points, to 4Play here, I mean, I don't know how these are performing, because I'm not in the ad account, but, they are whitelisting these, and this is exactly the play that I would take. If you do have

87

00:14:55.430 --> 00:14:58.520

Alex Cooper: Authority figures that are...

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00:14:59.160 --> 00:15:22.709

Alex Cooper: actually known in the space, rather than just, like, you know, someone who's an authority figure that's relatively unknown. I would still do this for unknown anyway, but, like, whitelisting is taking up a large proportion of spend in a lot of our ad accounts, and it's been a clear trend that the algorithm has been pushing towards in 2025. Once you've got this authority figure, get them to whitelist through their page, so it seems like it's...

89

00:15:22.710 --> 00:15:38.760

Alex Cooper: and not coming from the business page, it's coming from their page instead. And a couple B2B accounts that we're on, we have whitelist and ads that are at the top of the account, and just in general, it's crushing, so far this year, so I would ex... would recommend that if that's what you're doing.

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00:15:38.760 --> 00:15:42.120

Alex Cooper: with your authority figures. ...

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00:15:42.450 --> 00:15:52.719

Alex Cooper: Let's go back to this board. Again, this is another... actually, from Foreplay, another great example of authority figures. You don't... I mean, it obviously helps.

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00:15:52.720 --> 00:16:03.399

Alex Cooper: If the authority figure is known in the industry, but they also don't have to be known in the industry. This is Mirella from Creative Milkshake. Even if I didn't know who she was, the fact that she's up on the stage.

93

00:16:03.400 --> 00:16:13.320

Alex Cooper: talking about marketing makes it instantly relevant to me if I'm in this audience, and I don't technically need to know who Morella is, even though it helps that I do know who she is.

94

00:16:13.320 --> 00:16:23.930

Alex Cooper: And, like, it helps me not to stop, but, like, the fact that she's on a stage and talking about marketing, I'm like, okay, great, this is... feels like a piece of content that is for me. ...

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00:16:24.570 --> 00:16:33.929

Alex Cooper: More authority figures here... what else have we got? ... just case studies, I think this is a good example from Hormozy, and by the way, I'm gonna share... this is... this is...

96

00:16:33.930 --> 00:16:47.100

Alex Cooper: not, like, our full internal, B2B, 4-play board, but I'll share the full one, inside of Slack in the giveaway later this week. But, you know, just a bunch of case studies, authority figures.

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00:16:47.100 --> 00:16:58.450

Alex Cooper: and, testimonials, you'll see, and these WarTech videos, in our B2B, accounts. I actually think that, I mean, I went through Foreplay's,

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00:16:58.850 --> 00:17:09.719

Alex Cooper: I went through Foreplay's, ... ads earlier today. I don't know if Jack or anyone from the 4play team is watching this call. I actually think they leaned slightly too...

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00:17:09.970 --> 00:17:28.910

Alex Cooper: much into, like, UGC with non-authority figures, and, like, to me, some of it feels inauthentic. If I were them, I would be... lean heavily into, you know, just paying people who are in the industry, who have a following, and getting testimonials from them, or just getting testimonials from customers.

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00:17:28.910 --> 00:17:35.629

Alex Cooper: I know that I'm skipping ahead here, like, we should be doing messaging first and then formats, but I looked into AdSpy, and again, like.

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00:17:35.630 --> 00:17:53.620

Alex Cooper: you may not have the same, like, actual, like, authority figures may not be what work in your industry, but still taking the same principles. I looked at AdSpy, and, like, a vast majority of Motion's top ad spy engagement, and again, not perfect correlation, but pretty strong.

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00:17:53.620 --> 00:17:55.690

Alex Cooper: are...

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00:17:55.690 --> 00:18:06.779

Alex Cooper: testimonials and authority figures, which, you know, backs up what we've said at the start of this call here. It's just testimonials from the guys at Ridge on the Mastering Operations podcast.

104

00:18:06.790 --> 00:18:15.190

Alex Cooper: people talking about, you know, this is our results before motion, this is our results after motion. That's a very...

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00:18:15.560 --> 00:18:38.430

Alex Cooper: clear and obvious sell towards the decision maker, proof and risk reduction, like, if you invest in this tool, then you'll achieve X result. And especially if you know these people, Connor from, from Hexclad, if you, if you, have seen them on Twitter, or if you just know of the brand Hexclad, know that good ads, them saying that motion is at the core of our creative, engine is...

106

00:18:38.630 --> 00:18:52.190

Alex Cooper: only gonna help. So, I would be showering, the foreplay, ad account with, authority figures and just genuine testimonials, if I was running their ads.

107

00:18:52.250 --> 00:19:01.590

Alex Cooper: I'm a little... I'm getting a little sidetracked, so let's actually get back, to our schedule. ...

108

00:19:02.000 --> 00:19:08.190

Alex Cooper: Is there anything else on here that I think is worth showing? Not too much, really. I can send out this board.

109

00:19:08.460 --> 00:19:09.500

Alex Cooper: After.

110

00:19:13.040 --> 00:19:25.680

Alex Cooper: Oh, this is actually... this is actually a good example of being visually relevant. So, this is what we spoke about before in the course, but, like, we always want to think about whether we're using authority figures or not.

111

00:19:25.760 --> 00:19:44.700

Alex Cooper: how we can make the ads that we produce, like, visually relevant instantly to our target audience. And again, like, this isn't necessarily rocket science here, but just a good thing to consider, because I think a lot of B2B companies just think, oh, let me just go and pay some UGC creators to shoot in their kitchen, and talk about my SaaS.

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00:19:44.700 --> 00:19:47.059

Alex Cooper: Or my, you know, whatever the company is.

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00:19:47.060 --> 00:19:57.469

Alex Cooper: But, like, I mean, that can work, but, like, ideally, we want to create ads that are relevant to our audience before the...

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00:19:58.310 --> 00:20:03.609

Alex Cooper: creator, or, you know, before the narrators even open their mouth. This is an ad from...

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00:20:03.890 --> 00:20:11.820

Alex Cooper: Well, actually, an ad from Suno that's whitelisted

again, work inside ad accounts. Suno is an AI, ...

116

00:20:11.920 --> 00:20:13.240

Alex Cooper: music.

117

00:20:13.420 --> 00:20:27.579

Alex Cooper: app where, you know, it can make beats with you, it can make songs for you, so it's for, like, people trying to create music. So you can see here, I don't even need to play the ad. If you are in that audience, you know that this is a piece of content that

118

00:20:27.770 --> 00:20:44.159

Alex Cooper: feels like it's for me, because he's in a studio, this kind of content usually is higher production, so it feels like a organic piece of content that someone would see in this, in this audience. So, again, just thinking about, like, what do my...

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00:20:44.380 --> 00:21:02.039

Alex Cooper: what do my audience consume organically? What kind of... what does a creator look like on their organic feed? What does the background look like? What does the setting look like? What does the lighting look like? What does the technology look like, that's in the frame? And how can we reverse engineer something that feels like something that my...

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00:21:02.060 --> 00:21:07.330

Alex Cooper: My customers are already looking at on their organic feed.

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00:21:07.440 --> 00:21:32.230

Alex Cooper: For foreplay, I just typed in creative strategy, winning ads, and again, like, this is... this validates once more the authority figure angle that, I mean, because we're in marketing, all of the top shorts here are authority figures. So, like, my audience is already consuming authority figure, in many cases here, low prod, style of UGC. So, like, and a lot of it is educational, so I'm just gonna

122

00:21:32.230 --> 00:21:41.550

Alex Cooper: create more pieces of content like this, so I can blend in to stand out, ... On their feed.

123

00:21:42.240 --> 00:21:49.559

Alex Cooper: So I thought that was a good example of Monsuno. I mean, the ad is in there, but this is actually a really good, like, kind of...

124

00:21:49.830 --> 00:22:09.649

Alex Cooper: testimonial, because he goes before Suno, and then he plays it, and then he goes after Suno, so you get the, like, you know, the quick before and after, then he goes into the educational demo. So, just thinking about how we can create pieces of content that feel like something, our audience would, consume. So...

125

00:22:09.650 --> 00:22:28.930

Alex Cooper: Let's start doing some creative strategy. This is the prompt that's inside, the Notion giveaway, and I think I'm... if I haven't shared it already, like, it's inside the giveaway, it's going out this Thursday, but I'm assuming everyone here has some, form of prompt they do for their research. This is my one. It puts it into 11 different parts.

126

00:22:28.930 --> 00:22:33.940

Alex Cooper: And it's for a deep research prompt. So I went away and did this before the call.

127

00:22:33.940 --> 00:22:53.310

Alex Cooper: for foreplay, and now I have everything that I need to know, as it pertains to my audience and my research. So, let's get to work on this. I know from our work earlier that I want a combination of

128

00:22:53.440 --> 00:23:02.039

Alex Cooper: the end user and the decision maker, in my personas, I'm not going to exclude either of them, because I think both of them would be...

129

00:23:02.180 --> 00:23:11.150

Alex Cooper: you know, are relevant, for foreplay. So, I'm just gonna take our... Persona prompt.

130

00:23:11.750 --> 00:23:24.800

Alex Cooper: ... It should be... for the... End user, and or... The decision maker.

131

00:23:27.100 --> 00:23:28.910

Alex Cooper: I'll leave it up to your discretion.

132

00:23:33.440 --> 00:23:45.250

Alex Cooper: And we'll see what it gives us. And as we said last time, but for anyone who wasn't on the call, like, a lot of people

do write off this part of the process as just, you know, a box-ticking exercise. This is...

133

00:23:45.250 --> 00:23:54.589

Alex Cooper: you know, one of the most important things you can do. And actually, I don't know if we showed this last time, but I did put a tweet out after our call about how, ...

134

00:23:55.340 --> 00:24:06.020

Alex Cooper: how we actually go to the level of tracking, you know, all of our ICPs by concept on a spreadsheet. So every concept that we put out.

135

00:24:06.020 --> 00:24:29.360

Alex Cooper: is, like, you know, what's the hypothesis on why do we think it's gonna work? And, what are, like, which ICP it is? Is it the performance marketer? Is it the creative strategist? Is it the, is it the agency owner? Obviously, these are different personas for foreplay. And then we can basically, on the back end, pull through reports to say, okay, you know, when we market to agency owners.

136

00:24:29.690 --> 00:24:46.689

Alex Cooper: it performs better than when we market to, I don't know, creative strategists. So, even if you're not an agency, because we obviously have to make this for, like, to show to clients, even if you're not an agency, I would highly recommend, implementing some form of this system, purely because

137

00:24:46.740 --> 00:25:03.270

Alex Cooper: it really forces you to think about, like, who you're marketing to, exactly who you're marketing to, and why you think an ad is going to work, rather than just, like, you know, throwing stuff against the wall. There's also a learnings tab in here, to work out why it, ...

138

00:25:03.300 --> 00:25:08.349

Alex Cooper: failed or worked. Which, of course, we'll never know exactly what failed or worked, but, yeah.

139

00:25:08.530 --> 00:25:09.810

Alex Cooper: ...

140

00:25:09.910 --> 00:25:24.730

Alex Cooper: I can put this in the giveaway if you would find it useful, or you may have some, you know, version of your own, of that. Okay. So, we have the different personas are the in-house.



141

00:25:24.850 --> 00:25:29.400

Alex Cooper: Creative strategist, the performance marketer.

142

00:25:30.950 --> 00:25:34.390

Alex Cooper: And the solo master or the founder, okay.

143

00:25:34.950 --> 00:25:38.530

Alex Cooper: And I'm now gonna just say, rank these.

144

00:25:39.160 --> 00:25:43.009

Alex Cooper: Again, you would do this based on your customer reviews, ideally.

145

00:25:43.210 --> 00:25:50.010

Alex Cooper: But I'm gonna say rank these based on... which ones...

146

00:25:51.160 --> 00:25:55.530

Alex Cooper: Come up the most in the... Research

147

00:26:06.680 --> 00:26:16.309

Alex Cooper: Okay, so it's the in-house strategist and the agency Strategist, I believe.

148

00:26:17.990 --> 00:26:25.840

Alex Cooper: Let's take these, I'm gonna put these into my document, and again, we're gonna do the same, process as last time.

149

00:26:26.090 --> 00:26:31.530

Alex Cooper: where I am just gonna get a blank doc open, I'm going to paste in my different personas.

150

00:26:31.890 --> 00:26:40.939

Alex Cooper: That's very big. And then we are going to start coming up with ideas for them inside of our Claude projects.

151

00:26:41.420 --> 00:26:46.770

Alex Cooper: Okay, so I've built the headline generator.

152

00:26:46.860 --> 00:27:02.569

Alex Cooper: As we've been through before in this course, we have the headline generator. I didn't actually build a script rewriter

and, like, an ad scriptwriter, for Foreplay, but if I was, you know, doing this fully, I would build out those two. I'd possibly build out some kind of, like, authority

153

00:27:02.570 --> 00:27:15.610

Alex Cooper: testimonial, scriptwriter as well, because I feel pretty bullish on that for this account. But for now, we've just got the ad headline generator. This is trained on...

154

00:27:15.640 --> 00:27:25.339

Alex Cooper: The foreplay brand context, which is literally the deep research, this is the one I did earlier, the deep research prompt for foreplay, and the static ad.

155

00:27:25.390 --> 00:27:31.919

Alex Cooper: ... Context doc that we produced together.

156

00:27:33.370 --> 00:27:40.419

Alex Cooper: A few weeks ago. And again, this is made from poppy, and ...

157

00:27:40.540 --> 00:28:03.879

Alex Cooper: And Claude, just going back and forth, to produce a document that was everything that we believed, about, context building. By the way, there is a Slack channel for context building, that a lot of you guys have been added to. I mean, you guys are more than welcome to start sharing your own different, like, context learnings or context ops inside of there. I shared the ones that we made together, so if you're not in that channel, message Sarah.

158

00:28:03.880 --> 00:28:11.060

Alex Cooper: If you are, feel free to start sharing stuff, that you guys are working on to... so that everyone can build their content libraries together.

159

00:28:11.480 --> 00:28:12.410

Alex Cooper: ...

160

00:28:12.950 --> 00:28:22.499

Alex Cooper: Cool. So, now we're in here, we can just start doing things. I am gonna pull out an ICP,

161

00:28:23.190 --> 00:28:42.120

Alex Cooper: Oh, no, not... before I do that, I'm gonna dig in a little bit deeper into these. So, what we're gonna do is we're just

gonna take 1 and 2, and I'm gonna put in my elaborate prompts, because I just wanted to, first of all, decide what the personas were, and then we're gonna dig a little deeper with some, ...

162

00:28:42.780 --> 00:28:53.470

Alex Cooper: other things that we want to look at, demographics, motivations, pain points, common objections, awareness levels, etc. So we can get more detailed personas to fill in to, Claude.

163

00:28:54.160 --> 00:28:55.240

Alex Cooper: Here?

164

00:28:56.930 --> 00:29:09.700

Alex Cooper: And I will say, guys, like, my process for B2B is a little bit less formulaic than it is for B2C. Sometimes I literally sit here, and I just look at, like, you know.

165

00:29:09.960 --> 00:29:14.499

Alex Cooper: what has worked for other B2B brands and the stuff in my foreplay board.

166

00:29:14.550 --> 00:29:35.309

Alex Cooper: And be like, you know, how can we come up with case studies for foreplay? Or, like, how can we come up with testimonials? Or, like, you know, can we send out a blast to all of our customers and get testimonials? Or, like, can we come up with an incentive scheme, for anyone who comes on and gives us feedback on a video call, and then we can record it and get a testimony while we're there?

167

00:29:35.310 --> 00:29:50.810

Alex Cooper: Or, like, you know, making a spreadsheet of all of the authority figures in the space, and then just getting a VA to reach out to them one by one and say, hey, you know, would you be down to do a piece of content for us? So, like, it's not necessarily the same

168

00:29:51.170 --> 00:30:00.979

Alex Cooper: process that it is for B2C, where I do go, like, usually message, then format or format the message. Like, sometimes here, I just literally just think about, you know, over these

169

00:30:01.020 --> 00:30:11.790

Alex Cooper: what are styles that we know work, and a lot of them are, you know, logic-based case study assessments, authority figures, especially if you're higher ticket. How can we just collect

more of those from customers?

170

00:30:11.790 --> 00:30:25.389

Alex Cooper: And if I was running the foreplay account, that's absolutely what I'd be doing, like, as many of these testimonials as possible that I could grab. I think there was a good one inside of here from Motion. Just... just simple ones like this, just simple lines.

171

00:30:25.580 --> 00:30:43.090

Alex Cooper: Or the one from Dara here, you know, I use it daily for creative strategy research and compiling content ideas for clients. If you're trying to make better creative, foreplay's not a nice-to-have, it's a must. Like, I don't know how this is performing, it ran for 400 days, but, you know, we know, as we know, that doesn't mean anything.

172

00:30:43.090 --> 00:30:50.449

Alex Cooper: But, I love this ad, and if I was Foreplate, I'd try and make a lot more of these. Even if it's not necessarily

173

00:30:50.580 --> 00:31:01.489

Alex Cooper: people who are well-known in the industry, just reach out to customers and saying, hey, like, you know, if you love our tool, like, we'd love to, like, ...

174

00:31:01.780 --> 00:31:11.870

Alex Cooper: we'd love to collect reviews, we'd love to incentivize you to leave a review for us, and then just saying, like, you know, Alex Cooper, founder of Ad Create, or, you know, assume I didn't have a following. ...

175

00:31:12.360 --> 00:31:19.529

Alex Cooper: if you can get authority figures, great, but, like, even if this one was an authority figure, I'd still think this is a good ad to run.

176

00:31:19.540 --> 00:31:27.059

Alex Cooper: So, you know, that's the caveat to the stuff that we're gonna go through. Sometimes I just approach B2B from that standpoint.

177

00:31:27.060 --> 00:31:42.150

Alex Cooper: if you're a service business, for example, like, can you do client interviews where you just pick out the best parts, like this, like the motion ads here? Like, that could easily be a

client interview that's chopped up into a one-minute clip.

178

00:31:42.160 --> 00:31:59.569

Alex Cooper: Can you get a written testimony from a client and then just put that on the static? Like, we can strategize, and we can, you know, come up with all the headlines in the world. In many cases, in B2B, when we're selling to often a more logical customer, it's just, like, rock-solid proof

179

00:31:59.610 --> 00:32:05.699

Alex Cooper: Of performance, proof of, you know, saving money, or making more money, or saving time.

180

00:32:05.770 --> 00:32:07.299

Alex Cooper: that...

181

00:32:07.650 --> 00:32:17.509

Alex Cooper: get someone, to want to come and, come and buy. Obviously, that is, you know, dependent on what stage of awareness, your customers typically are, but, you know.

182

00:32:17.750 --> 00:32:24.980

Alex Cooper: I haven't met someone who doesn't want to make more money, or save more money, when it comes to B2B ads, so...

183

00:32:25.150 --> 00:32:26.549

Alex Cooper: That's something to consider.

184

00:32:26.930 --> 00:32:28.010

Alex Cooper: ...

185

00:32:28.180 --> 00:32:46.429

Alex Cooper: Cool. Our personas have been generated, for the in-house creative strategist and the agency performance marketer. A couple more prompts that I am going to, put inside of here. ...

186

00:32:46.560 --> 00:32:50.799

Alex Cooper: just to get the model thinking, I'm gonna use these in chords soon.

187

00:32:51.040 --> 00:33:02.200

Alex Cooper: I'm just gonna ask for different failed solutions, and then I'm gonna ask for prior objections as well. And you'll see why. I'm gonna do this, pretty shortly.

188

00:33:03.520 --> 00:33:09.100

Alex Cooper: I'm gonna take these and put them into Claude, and take on some ad ideas off the back of these.

189

00:33:12.080 --> 00:33:14.319

Alex Cooper: Trick events is another good one as well.

190

00:33:14.710 --> 00:33:19.460

Alex Cooper: Asking for the specific and...

191

00:33:20.320 --> 00:33:32.669

Alex Cooper: detailed trigger events that led to someone wanting to buy, or at least solve the problem. I remember the example that we had last time in the, ...

192

00:33:33.220 --> 00:33:45.040

Alex Cooper: in the BTC version of this call, was the guy who, looked in the mirror, and he goes like, like, shit, I'm getting old. That is a specific

193

00:33:45.590 --> 00:33:59.469

Alex Cooper: trigger event that leads him to wanting to solve a problem, like getting skincare. So what's the equivalent here? Not just thinking about pain points, but what are the specific trigger events that led to people wanting to make

194

00:33:59.520 --> 00:34:06.610

Alex Cooper: a decision. I am going to put in for a prompt for that, actually. ...

195

00:34:06.930 --> 00:34:08.830

Alex Cooper: I've got a trigger events prompt.

196

00:34:09.350 --> 00:34:26.010

Alex Cooper: act like Eugene Schwartz and David Ogilvy. By the way, I was actually doing some prep for this call over the weekend, and I came up with a new prompt that, I was surprised how, like, much I learned from this new prompt, but basically.

197

00:34:26.120 --> 00:34:32.560

Alex Cooper: And I don't necessarily expect anyone to do this, but, like, I thought it was really cool. Basically, I, ...

198

00:34:33.020 --> 00:34:34.370

Alex Cooper: We had the call.

199

00:34:34.520 --> 00:34:51.289

Alex Cooper: a week and a half ago, where I explained my whole process for creative strategy. I put the transcript of that through ChatGBT, and I said, basically, you are to act as some of the best advertisers in history, so Ogilvy, Eugene Schwartz.

200

00:34:51.290 --> 00:34:55.889

Alex Cooper: you know, et cetera, et cetera. I want you to review my process.

201

00:34:55.989 --> 00:35:01.140

Alex Cooper: And tell me what they would do differently if they were conducting creative strategy for this brand in 2025.

202

00:35:01.330 --> 00:35:10.280

Alex Cooper: And, like, I got some really interesting ideas for, things that, I could improve about my creative strategy process.

203

00:35:10.280 --> 00:35:34.369

Alex Cooper: that actually I'm gonna do a write-up for a tweet at some point in the next week or two. But, you know, how this is gonna apply to you is that you, in theory, could do the same. Like, you guys already all, like, if you're watching this, you either do the strategy or you have someone on your team who does the strategy, you could just get them to record a loom of themselves while they're doing the creative strategy, of, like, exactly how they think. Exactly what I'm doing now.

204

00:35:34.370 --> 00:35:35.170

Alex Cooper: Like.

205

00:35:35.170 --> 00:35:49.019

Alex Cooper: go through the process, and get them to explain what they're using, and why they're thinking what they're thinking as they're going through the process. Upload the transcripts into ChatGBT and say, what would Eugenia Schwartz, David Ogilvy, and all the other direct response

206

00:35:49.020 --> 00:36:00.780

Alex Cooper: kind of, authority figures, say about my process, how would they improve it, and what would they do differently? I got a lot of things from it, so maybe that's something that someone could

do something with.

207

00:36:01.100 --> 00:36:01.980

Alex Cooper: Maybe don't.

208

00:36:02.520 --> 00:36:04.010

Alex Cooper: Okay.

209

00:36:04.300 --> 00:36:19.910

Alex Cooper: So, we now have a lot of stuff in the chat, that we can work with. Let's move it over to Claude with our Claude projects. Let's just take these...

210

00:36:21.280 --> 00:36:38.619

Alex Cooper: Okay, I'm just gonna put these in. And again, like, you don't have to do this. Dear, that's way too big. You don't have to do this in the Google Doc, this is just how I prefer to, do strategy. I just like to have everything down on a page so that I can then start coming up with ideas.

211

00:36:39.060 --> 00:36:47.260

Alex Cooper: ... But, you know, you may have a different way of doing it. Okay, so... Let's just take these...

212

00:36:47.530 --> 00:36:51.939

Alex Cooper: I'm gonna say the Agency Performance Marketer is gonna be the second persona.

213

00:36:53.270 --> 00:36:56.299

Alex Cooper: And we will leave the agency founder for now.

214

00:36:57.540 --> 00:37:02.620

Alex Cooper: ... Let's now go to our...

215

00:37:03.700 --> 00:37:06.089

Alex Cooper: We'll play... sorry, our core projects.

216

00:37:07.040 --> 00:37:08.920

Alex Cooper: And start coming up with ideas.

217

00:37:10.090 --> 00:37:18.850

Alex Cooper: I'm gonna do a little bit of work on messaging, and then I'm just gonna do a little bit of, like, you know, I'm just



gonna brainstorm off the top of my head. And, again, guys, like we said before.

218

00:37:19.070 --> 00:37:29.109

Alex Cooper: There's this notion that a lot of people had, and maybe even some people come into this course, that, like, we're just gonna press a button, and, like, we're gonna get...

219

00:37:29.510 --> 00:37:36.849

Alex Cooper: a thousand ads delivered to us, every week. We may get to that point at some point. We're not there yet.

220

00:37:36.850 --> 00:37:49.879

Alex Cooper: the best creative strategy today is not done with, you know, no AI, but it's also not done with 100% AI. It's, like, what I would call AI-assisted creative strategy, where we're going through this, you know, using

221

00:37:49.880 --> 00:38:07.339

Alex Cooper: GBT Claude projects, you know, Reddit answers, and, like, we can work in some, you know, research workflows, which we will be going through, you know, on Thursday's call when we put it all together. But it still requires human taste

222

00:38:07.380 --> 00:38:17.790

Alex Cooper: To understand what a good ad, is for your brand. And that may change, but, like, as it pertains to today, that is the best way to go about things.

223

00:38:18.000 --> 00:38:22.520

Alex Cooper: In my opinion. ... Let's get stuck in.

224

00:38:23.500 --> 00:38:35.100

Alex Cooper: Let's say... Give me some... 10 out of 10 headline ideas for... this ICP.

225

00:38:36.510 --> 00:38:41.479

Alex Cooper: We're gonna do that, and we're just gonna paste in the ICP.

226

00:38:46.160 --> 00:39:01.839

Alex Cooper: And again, there's no right or wrong way in which you approach this. Sometimes I ask for headline ideas for this ICP, sometimes I do it for, this angle, sometimes it's this, this awareness level.

227

00:39:02.100 --> 00:39:04.399

Alex Cooper: Sometimes it's this.

228

00:39:04.570 --> 00:39:24.120

Alex Cooper: failed solution, or prior objection, so, like, you know, I just try and come at it from as many different ways as possible, because we're not trying to get, like, every single one of these to be a good idea, we're just trying to generate as many ideas as possible, and we can pick out the best ideas, from this list. And sometimes, in fact, a lot of times, it won't.

229

00:39:24.290 --> 00:39:28.400

Alex Cooper: come up with good ideas. Even when you trained it to a very high level, ...

230

00:39:28.590 --> 00:39:32.420

Alex Cooper: It's still not going to give you the majority of good ideas.

231

00:39:32.800 --> 00:39:45.370

Alex Cooper: So, I've said rank these, based on what you think is the highest chance of performing and why. Still screenshot as, like, it's 2019, yeah. Your swipe file on steroids, that's certainly interesting. ...

232

00:39:45.950 --> 00:39:47.349

Alex Cooper: Can't be something, though.

233

00:39:47.750 --> 00:40:01.959

Alex Cooper: Let's see what else? We have... stop losing winning ads to expired links. That... I do want to do something around the failed solution.

234

00:40:02.180 --> 00:40:07.090

Alex Cooper: of... Confusion.

235

00:40:07.170 --> 00:40:15.770

Alex Cooper: For foreplay, that's something that, I mean, I obviously, like, did some work on these personas earlier, and, like, confusion of... in the prior solutions, and just chaos.

236

00:40:15.770 --> 00:40:27.730

Alex Cooper: in, like, Google Drive and Dropbox and where ads were

previously being organized before foreplay, tends to be a common, feeling for their persona. So I'm actually gonna dig into that in a moment.

237

00:40:28.050 --> 00:40:31.510

Alex Cooper: Pinterest for performance marketers is...

238

00:40:31.760 --> 00:40:48.310

Alex Cooper: is actually, very interesting. I don't know if that would work, but, like, that is definitely a visual, analogy, and that's something that a lot of, creative strategists use, so that could be interesting.

239

00:40:49.480 --> 00:40:55.239

Alex Cooper: Chaos to clarity, never start from a zero again. Yeah, so some of these are not that good. ...

240

00:40:56.310 --> 00:41:04.600

Alex Cooper: I'm gonna dig into the... Painpoint of, ... Using Google Drive.

241

00:41:04.880 --> 00:41:14.890

Alex Cooper: One of the biggest failed solutions for foreplay users is Google Drive. Come up with some headlines, around the...

242

00:41:15.130 --> 00:41:19.440

Alex Cooper: pain point of confusion or chaos when it comes to using Google Drive.

243

00:41:28.620 --> 00:41:35.670

Alex Cooper: Okay, that's... that's certainly interesting. Wow, that's interesting. Google Drive, where ads go to die.

244

00:41:39.260 --> 00:41:42.109

Alex Cooper: That is an angle, for sure.

245

00:41:42.700 --> 00:41:47.999

Alex Cooper: Nice. I want to get him to rank them again, I probably should start baking that into my...

246

00:41:55.470 --> 00:42:12.259

Alex Cooper: Usually, by the way, like, because I'm a little bit of an AI nerd, once... I have, like, 5 of these chats open at once, and when it's generating one, I just move to the next one, and I just

move to the next one, so, like, I don't waste any time waiting for them to come up with, more ideas. ...

247

00:42:13.940 --> 00:42:22.000

Alex Cooper: And then I'm just taking down all the ones that, are my favorites. Google Drive's where ads go to die. I might ask for more like this.

248

00:42:23.520 --> 00:42:28.210

Alex Cooper: Is your organization still losing ads in Google Drive? That's a nice pain point-related one.

249

00:42:30.820 --> 00:42:33.859

Alex Cooper: I was speaking to the end user.

250

00:42:38.660 --> 00:42:58.620

Alex Cooper: Oh, yeah, something that I didn't put in the swipe file, or that isn't in that swipe file, but, like, I have seen work pretty well for B2B, is, memes. So, that feeling when you can't find it on a Google Drive, I'm sure you could either find the meme yourself, or ask for... ask ChatGPT for a common meme that fits, that, ...

251

00:43:00.880 --> 00:43:07.780

Alex Cooper: bits that... phrase? Did I just lose the page? I don't know.

252

00:43:08.140 --> 00:43:09.879

Alex Cooper: When that feeding one.

253

00:43:10.450 --> 00:43:16.120

Alex Cooper: Okay. I know where it's gone, but... I could just say, ...

254

00:43:18.520 --> 00:43:23.890

Alex Cooper: Struggling. Oh, here we go. ... Come up with...

255

00:43:24.830 --> 00:43:36.249

Alex Cooper: 10, meme-worthy, ad ideas linked to foreplay that we can use in memes, and, like, the corresponding memes we should use. Like, that could be something that we do here.

256

00:43:40.910 --> 00:43:53.870

Alex Cooper: Yeah, not too much else in here. So, like I said, you can come at these from different angles. Sometimes I say, like,

here's the failed solution, sometimes I say, here's the ICP. I could do another one where I just take the...

257

00:43:54.970 --> 00:44:10.499

Alex Cooper: failed solutions. Yeah, and I just go through each one of these, like, you know, Slack, WhatsApp, group chats, although I don't think people necessarily use these instead of foreplay. Spreadsheets and Google Drive folders, we've already done. We could do, you know, ad libraries alone, or screenshots and photo galleries, like, and then just say.

258

00:44:11.100 --> 00:44:19.559

Alex Cooper: people feel confused when they use spreadsheets and photo galleries. Give me 10 headlines or 10 ad ideas,

259

00:44:20.360 --> 00:44:26.029

Alex Cooper: Around the, you know, confusion or chaos of these, and take down the best ones from that.

260

00:44:27.070 --> 00:44:42.659

Alex Cooper: Your Notion swipe, I was holding you back, that's interesting. Oh, so here we go. 90% of our winning ads come from this, agency founder. Like, again, we can do all this work on, you know, personas and, like, more...

261

00:44:43.030 --> 00:44:46.500

Alex Cooper: kind of direct response, ...

262

00:44:47.200 --> 00:45:07.760

Alex Cooper: style hooks and headlines that we came up with the last time, I genuinely think if I was doing this for foreplay, I'd just try and get as many of these kind of testimonials as possible. And if you are, you know, B2B here, which I assume most of you are, I'd just get as many of these from customers as possible, because, like, that's the kind of thing that converts a decision maker.

263

00:45:07.800 --> 00:45:17.329

Alex Cooper: 90% of our winning ads come from this. Obviously, you're still appealing to the, end user as well, but, you know, 90% of our ads come from this, or, like.

264

00:45:17.380 --> 00:45:21.180

Alex Cooper: We started using this, and we were at, you know...

265

00:45:21.960 --> 00:45:30.179

Alex Cooper: 1 million ARR, and now we're 3 million ARR, or whatever, and 4Play has been an essential tool for that. Obviously, you can't make up testimonials.

266

00:45:30.510 --> 00:45:42.309

Alex Cooper: But if you do have these from your customers, then, like, they can be golden. Ad headlines or, parts that you can use in videos. Just want to shower our customers in,

267

00:45:42.310 --> 00:46:06.519

Alex Cooper: in social proof, and then kind of pair that with the educational explainers, which we'll get onto shortly. Again, I want to be conscious of time and make sure that anyone who needs to drop off at the hour gets everything in, so I'll go through a couple more of these chats. Sometimes I ask for angles. I say, like, give me some angles that we could use to advertise foreplay, and I just, like, depending on what I like here, I will drill down into

268

00:46:06.520 --> 00:46:07.600

Alex Cooper: ...

269

00:46:07.700 --> 00:46:20.300

Alex Cooper: each one. So I might say, you know, give me more authority or industry standard style headlines. Give me more, ROI-based headlines, like the 90% of winning ads come from Foreplate Insights.

270

00:46:20.370 --> 00:46:37.260

Alex Cooper: give me more around the idea of disrupting the category. So, you know, that's what can happen if you come from it, like, from these different angles. What have we got in this one? This is another one for the ICP. ...

271

00:46:38.010 --> 00:46:55.770

Alex Cooper: So I'm not gonna dig too deep into that. This time, I was asking it to come up with headlines, around the idea of my desired transformation. For example, this is actually something I saw in the ForePlay ad library. It was a headline they had on one of their videos, The Secret to Making Winning Ads, so I asked it for more.

272

00:46:55.770 --> 00:46:58.110

Alex Cooper: headlines like this. ...

273

00:46:58.700 --> 00:47:09.190

Alex Cooper: And it came up with a bunch of different headlines in

different categories. If you're wondering why all of mine come up like this in different, categories, rather than just, like, in a list.

274

00:47:09.320 --> 00:47:19.670

Alex Cooper: That's because I've structured the prompt so it does that. I find this much more helpful for me, rather than just, coming up with, just a list of 10.

275

00:47:19.860 --> 00:47:26.920

Alex Cooper: That's also to do with the system prompt, which you can obviously change. This is gonna be the prompt library as well, but I've just basically said you're the...

276

00:47:27.110 --> 00:47:40.519

Alex Cooper: highest performing direct response static headlines, strategist for Foreplay. Your job is to generate headlines from scratch and extract headlines, and somewhere in here, yeah, it says categorize, in the output instructions, categorize headline by type.

277

00:47:40.580 --> 00:47:55.390

Alex Cooper: And it provides the different types of headlines. So, I just prefer to see my headlines like that, but if you don't, then you obviously don't have to put that in your prompt. And if you prefer it some other way, then you can obviously do that, as well.

278

00:47:55.610 --> 00:48:13.109

Alex Cooper: In this... this time, I did just say, like, I want to make some ads for Foreplay based on each of these winning styles. So, come up with some case studies, come up with some, like, testimonials that we could try and, like, you know, get customers to... to source, like, ideas that we can give to customers to tell us their actual testimonials.

279

00:48:13.140 --> 00:48:21.920

Alex Cooper: Authority figures, which I think... yeah, I actually did pick up some real, authority figures, which is pretty, pretty funny.  
...

280

00:48:22.230 --> 00:48:45.210

Alex Cooper: and come up with ideas that way. So, like, there are literally so many ideas, that, you know, we could come up with here. If I had, you know, another 30 to 60 minutes, I could probably get a page or two filled with, foreplay ad ideas, but we have to wrap in 10, for those who have to... for those who have to go. So, it's a little bit less formulaic for, for B2B, but I'm... I'm literally just, you know.

281

00:48:45.290 --> 00:48:55.250

Alex Cooper: Going through the normal, like, messages and formats exercise, but then also being conscious that sometimes it's just case studies, testimonials, authority figures that crush

282

00:48:55.250 --> 00:49:06.529

Alex Cooper: for, for B2B, because it is a slightly more logical... not totally logical, but, like, slightly more logical buyer, especially when you get towards high-ticket, offers.

283

00:49:07.050 --> 00:49:08.020

Alex Cooper: ...

284

00:49:08.380 --> 00:49:25.930

Alex Cooper: Format-wise, I've actually already covered a lot of this, so I won't spend too long here. Looking at competitors and ad spy, what I will say is if you're B2B, it's not uncommon for your competitors not to have a lot of engagement, because B2B tends to run ads less than B2C.

285

00:49:25.930 --> 00:49:36.899

Alex Cooper: Or have less competition inside the ad account, and usually lower spend, outside of, you know, some of the bigger B2B brands.

286

00:49:37.900 --> 00:49:51.150

Alex Cooper: you can find that, like, you know, there are barely any shares on these videos. So if I sorted by shares, it's probably not going to be the best indicator. So I tend to sort by likes on AdSpy when I'm doing this for, ...

287

00:49:51.560 --> 00:49:54.040

Alex Cooper: when I'm doing this for...

288

00:49:54.630 --> 00:50:09.840

Alex Cooper: B2B, purely because, you know, a lot of the ads don't have shares, or they have, like, one or two shares, and it's not as strong an indicator of what's working and what's not. And if there's more data for likes, then, like, even though it's not generally as reliable, you know.

289

00:50:11.290 --> 00:50:13.570

Alex Cooper: I find that to be a better, proxy.



290

00:50:14.100 --> 00:50:37.679

Alex Cooper: So, looking at AdSpy to see what else competitors are doing, again, ironically, I would recommend looking inside of ForePlay Spider. That's what, this is. No, it's not, that's what this is. So you can see what a competitor's doing. A competitor's running all... if all of my competitors are running, like, 80% images, what does that tell me? Is that... does that tell me that that's what's working inside their account, so I should maybe think about doing more images?

291

00:50:37.680 --> 00:50:52.649

Alex Cooper: does that tell me they're missing opportunity with, like, you know, video content? So just being mindful of what that is. And also, again, like, I don't put any weight on what has been performing for the longest amount of time, but sometimes in these top-forming hooks.

292

00:50:52.650 --> 00:51:12.690

Alex Cooper: You can pick up a couple of good ideas as well. We picked up a nice one for the brand, the B2C brand, a week and a half ago. And just going through here to see, like, what does their ad library look like? It seems like Foreplay rely pretty heavily, or they're leaning pretty heavily to normal UGC that's not authority figure. ...

293

00:51:13.400 --> 00:51:26.660

Alex Cooper: Which, you know, I... I would be leading to authority speakers here, or, like, more, educational demos, but it's just interesting to see what they're doing, and, like, you could be doing this for your, your competitors as well.

294

00:51:26.660 --> 00:51:38.610

Alex Cooper: One thing that I would lean into, and I don't know if this is necessarily true for all B2B, but especially, like, you know, these guys... actually, I do think this is true for, like, a lot of B2B brands, is, like, educational angles.

295

00:51:38.610 --> 00:51:47.329

Alex Cooper: like we said here, if you... organically, our audience are literally consuming, like, educational piece of content from, you know, Nick, from Dara.

296

00:51:47.370 --> 00:51:50.489

Alex Cooper: From, I mean, Dave Vogerty here. ...

297

00:51:51.770 --> 00:52:06.600

Alex Cooper: how can we just do more like this? I mean, this one is the number one way to make ad creative that converts. That's a great hook, I think, for foreplay, and I would use that in an ad for them, and I would just probably, I don't know what, she's actually referencing here...

298

00:52:08.060 --> 00:52:10.260

Alex Cooper: I wonder if this is an ad for foreplay?

299

00:52:18.850 --> 00:52:29.560

Alex Cooper: Okay, so she's talking about research, and she actually... okay, cool. So yeah, you can just take this, put it through an ad script rewriter that we spoke about many times in this, course.

300

00:52:29.610 --> 00:52:39.170

Alex Cooper: And then, say, rewrite this with a foreplay. And, like, literally have, ideally, an authority figure, if not, you know, someone in the industry, re-record this.

301

00:52:39.320 --> 00:52:41.059

Alex Cooper: We've worked on a couple of...

302

00:52:41.560 --> 00:52:49.920

Alex Cooper: the bigger B2B, accounts inside of, at least the marketing space, and sometimes these, literally, these, you know, soft sale

303

00:52:50.300 --> 00:52:54.650

Alex Cooper: educational videos do the best, where it's just like, here's how to make ads that convert.

304

00:52:55.510 --> 00:53:07.729

Alex Cooper: here's how to do this on ForePlay. By the way, if you want to try out foreplay, here's a link. And, like, that is it. That is the ad. So, we don't have to hard sell every single time, and actually, for 4Play, I would like to see a little bit more educational stuff.

305

00:53:07.730 --> 00:53:26.489

Alex Cooper: Especially if they can get authority figures to do it, because you already trust them, and you're likely to watch a video from Dara, which says, here's how to make ads that convert. Like, I'd watch that, and, like, if I didn't know Foreplay, and she says, hey, I use ForePlay in my process, and like, this is how it helps me generate winning ads, I'd be like, yeah, that's... that's something

that I may want to, consider, trying.

306

00:53:27.700 --> 00:53:28.610

Alex Cooper: ...

307

00:53:30.130 --> 00:53:53.560

Alex Cooper: So, going on Spyder to see what other brands are doing. AdSpy, the ads menu, which is in the giveaway this week, could be something else that you use for inspiration as well. We haven't necessarily built this out for B2B, but, there are examples here of different, different types of ads that you could run. So, for example, if it is memes, I could just go to my meme page, my meme foreplay board, and I could see if there's any inspiration that we wanted to pull from here.

308

00:53:53.560 --> 00:54:03.440

Alex Cooper: and turn into, ads, or if it was, like, before and after, like, whatever the... whatever the type of headline is, then we could, we could then go and, ...

309

00:54:03.440 --> 00:54:07.290

Alex Cooper: see some examples. Oh, ... I don't know why that is the case.

310

00:54:07.540 --> 00:54:11.269

Alex Cooper: But, you know, there should be some in there. ...

311

00:54:11.380 --> 00:54:26.610

Alex Cooper: Cool. YouTube Shorts, TikTok, we've already covered that in the last session, but, like, you can get great info just by typing in, you know, stuff in your industry, like, what kind of content are people consuming organically? Creative strategy Facebook ads. That told me a lot about the fact that, like, people literally consume

312

00:54:26.990 --> 00:54:45.559

Alex Cooper: educational content, from authority figures, so that would heavily influence my creative strategy for foreplay. We did men's skincare the other day for the B2C brand, and, there were educational, angles in that as well, that we could literally go and put into our script rewriters and get someone to recreate. So...

313

00:54:45.880 --> 00:55:02.180

Alex Cooper: It's very useful to get inspo from paid, for B2B, but don't discount organic. I wouldn't lean into it as heavily as we do on B2C, but, like, you can still find some really good ad ideas from

the TikTok, Instagram, and YouTube Shorts feeds.

314

00:55:02.520 --> 00:55:03.700

Alex Cooper: ...

315

00:55:03.940 --> 00:55:15.200

Alex Cooper: Cool. Is there anything else I wanted to cover? I mean, yeah, I mean, I'm gonna sell and do strategy for 4Player, just answer questions as we are going, through...

316

00:55:15.220 --> 00:55:34.050

Alex Cooper: them, after. I think that's pretty much it in how I would approach it for B2B. It's a similar process, honestly, it's just thinking about, the different, stakeholders that we have, and who we're advertising to, and that's gonna be impacted by, like, you know.

317

00:55:34.050 --> 00:55:52.359

Alex Cooper: who is the one who needs... like, who is the one who ultimately makes the, like, decision? For lower-ticket ones, it'll be the end user. For high-ticket ones, it'll be the decision maker, and that will inform, like, the type of personas we go and create. And then just go through the process of messaging, format, and just, like, referencing what works, and, you know.

318

00:55:52.360 --> 00:56:02.199

Alex Cooper: In many cases, it will just be case studies, testimony, and authority figures, and the more systems you can put in place to collect those, incentivize those, and keep... make... turn those into ads, ...

319

00:56:02.440 --> 00:56:09.060

Alex Cooper: especially if you're high ticket, I think the better off you are going to be as a business. ...

320

00:56:09.460 --> 00:56:14.529

Alex Cooper: If anyone's got questions, feel free to put them in the chat, feel free to put them in the Q&A. ...

321

00:56:14.950 --> 00:56:34.550

Alex Cooper: I'm gonna stick around, if you have to hop, then thank you so much. Don't forget, we've got 3 more sessions this week, one tomorrow with Barry, one on Wednesday with Vibe Market, and one on Thursday with Jimmy. And on Thursday's session, we are going to be doing a big giveaway for you guys, that I am adding to over the next couple of days.

322

00:56:35.220 --> 00:56:43.869

Alex Cooper: Cool. Jack says, we work with a bunch of creators on partnership ads, and videos view as ads tend to become some of the most engaged videos. Yeah, I mean, partnerships are just...

323

00:56:43.870 --> 00:56:57.109

Alex Cooper: rocking, in a lot of accounts. Oh, Jack is on the foreplay team, so he can tell me that all the stuff that I've been talking about today is wrong, if he wants to, but I don't know, I haven't seen their own account, this is just how I would approach it. ...

324

00:56:57.530 --> 00:56:59.200

Alex Cooper: But, ...

325

00:57:00.060 --> 00:57:17.690

Alex Cooper: yeah, they're crushing partnership ads in B2C and B2B accounts. I'd imagine especially for B2B, if you've got some kind of testimonial, case study, or, you know, just educational piece, actually partnering, have it run through their account, can create ads that convert, at least that's what we've seen for our B2B clients.

326

00:57:18.530 --> 00:57:19.580

Alex Cooper: ...

327

00:57:21.270 --> 00:57:36.389

Alex Cooper: if I'm the host, we've got one in the Q&A so far. If you guys have more questions, feel free to put them in the chat, otherwise I'm just gonna start rocking with these questions now. Is AdSpy able to pull historical ads, and do you happen to have an affiliate

328

00:57:36.550 --> 00:57:43.079

Alex Cooper: promo for them. I don't have an affiliate code for RideSpy, I should probably get one, with the amount I talk about them.

329

00:57:43.190 --> 00:57:58.009

Alex Cooper: And I'm not... I'm not affiliated with them in any way, actually. But, to answer your question, it's able to pull up historical ads. If you... if I reshare, you can see, ...

330

00:57:58.560 --> 00:58:00.090

Alex Cooper: hair...

331

00:58:00.800 --> 00:58:09.970

Alex Cooper: That, it says, created on a last scene, and I don't think these days are perfect, because, like, I've certainly seen ads...

332

00:58:10.630 --> 00:58:29.519

Alex Cooper: that have said that they've been last seen on a previous date that's still alive in the ad account, but, like, I think they're good enough. You can basically filter by when an ad was created or last seen. So what I sometimes do, if an ad has, like... you know, sometimes I rank this by shares, like, if you do this with a lot of the, ...

333

00:58:29.520 --> 00:58:36.440

Alex Cooper: brands that have worked with, like, a, like, a raindrop or a cheap science, and they've made, like, those, you know, 100K production, you know.

334

00:58:36.440 --> 00:58:52.729

Alex Cooper: ads, that go and do crazy numbers on socials, but, like, a lot of those were, like, you know, 4 or 5 years ago, and if they're shown at the top, there's not much I can learn from that as a marketer. So sometimes what I'll do is I'll just do scene between... and I'll just put this year.

335

00:58:53.100 --> 00:59:02.389

Alex Cooper: to make sure we're only getting ads that have, been seen this year. So if anything has been turned off for, you know, multiple years, it doesn't show up in, in, ...

336

00:59:02.680 --> 00:59:11.240

Alex Cooper: In here. And as you can see, the two ads that we just had up, they were last seen on December 5th, 2024, so they now don't come up inside of, this.

337

00:59:11.510 --> 00:59:18.300

Alex Cooper: No, this is funny. They put a disclaimer to say it's not a real 8-month-old baby. Small.

338

00:59:18.470 --> 00:59:21.399

Alex Cooper: So, yeah, to answer your question.

339

00:59:21.660 --> 00:59:31.049

Alex Cooper: You can, see ads that are historical, and you may want to consider putting filters in to modify your search.

340

00:59:32.180 --> 00:59:36.250

Alex Cooper: ... Cool.

341

00:59:37.950 --> 00:59:43.950

Alex Cooper: Has anyone got any other questions? That's the only question in the chat.

342

00:59:44.240 --> 00:59:53.339

Alex Cooper: for... in the chat or the Q&A for now. If not, we can always wrap up. I know we've got a lot of sessions this week, so... I don't want to take up too much of you guys' time.

343

00:59:56.840 --> 00:59:58.450

Alex Cooper: Anymore for any more.

344

01:00:01.010 --> 01:00:23.880

Alex Cooper: Alrighty, guys, well, I guess we'll wrap up here. Thank you so much for joining, and I hope you guys are pumped for the last week of the course. I hope you found this valuable, and once again, if you have, then we'd really appreciate if you could send Sarah a DM with, a, a testimonial. We would really, really appreciate that. It would mean a lot, because Jim and I have put a lot into this course.

345

01:00:24.050 --> 01:00:29.399

Alex Cooper: Thank you guys, have a wonderful rest of your day, and for those of you joining, we will see you tomorrow.