

• Million Dollar Creation •
TRAFFIC TWEAKS

Traffic Tweak
with Daniel Ang



Traffic Tweak: Scaling Ads with a Framework

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The art of making ads relies on your creativity and innovation in coming up with a good hook that has a story to support it.

This session reveals:

- How to differentiate between the two types of ad scaling
- How to give insight to your call-to-action
- How to get your audience to understand a technical term
- How to utilize different angles and hooks for your ads
- How to use viral images for your ads
- How to utilize cost per lead to scale

01 Two types of ad scaling

There are two types of scaling: vertical and horizontal.

Scaling vertically allows you to increase your ad spend and budgeting but it does not allow you to scale far because you will run out of audience sizes.

Horizontal scaling is targeting a broader audience and creating a lookalike audience with wider interests.

Tip:

Ad cost will decrease during times of crisis. Be updated on the current numbers for your ads.

02

Give insight into your call-to-action

Give an offer of value to your audience. If your audience has never heard of you, and you introduce your name, it will detract from their attention.

Start with a problem or a pattern-interrupt, and boost it with insight before you make an offer.

Tip:

Illustrate a certain terminology from your industry that will be familiar with your audience. Do not lose them with your industry jargon.

03

Get your audience to understand a technical term

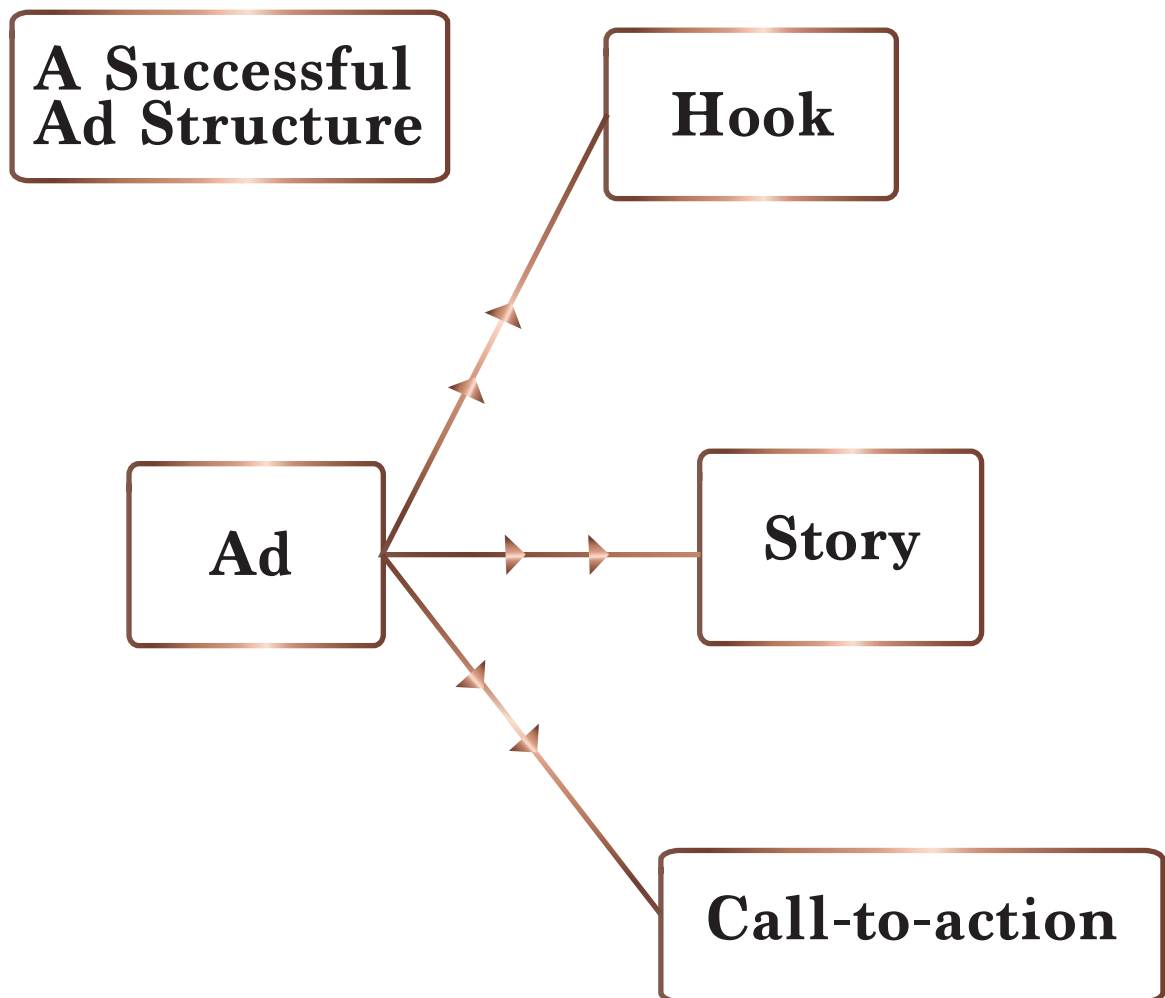
Do a demonstration, use a prop, and use the sentence: “it’s kinda like” to illustrate a technical term. Inspiration for ads can come from your surroundings that tie in with your brand story. The ad needs to be shareable and able for your audience to resonate with it.

Tip:

Use a visual analogy that resonates with your product e.g: Daniel uses the monopoly board to represent value-investing in the stock market.

04

Utilize different angles and hooks for your ads



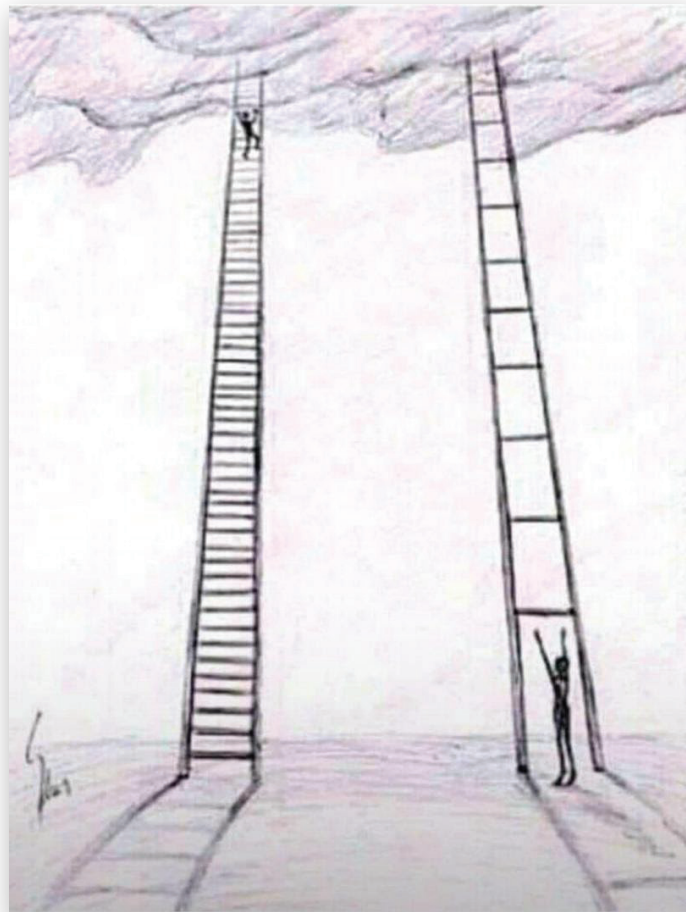
Whenever you run an ad, ask if it is possible for you to merge information and entertainment together (infotainment). Your ad may not get the attention you desire because it is missing the entertainment factor. Look around your surroundings and determine which items can be used as a prop for your hook.

Tip:

When you see props for sale, determine what is the hook that you can utilize in your story, and use it for your framework.

05 Use viral images for your ads

Viral images or demonstrations (e.g: Mentos in a Coke bottle) will illustrate the point better in your ads. Be creative with your hook (use memes, demonstrations etc) for your teaching materials.

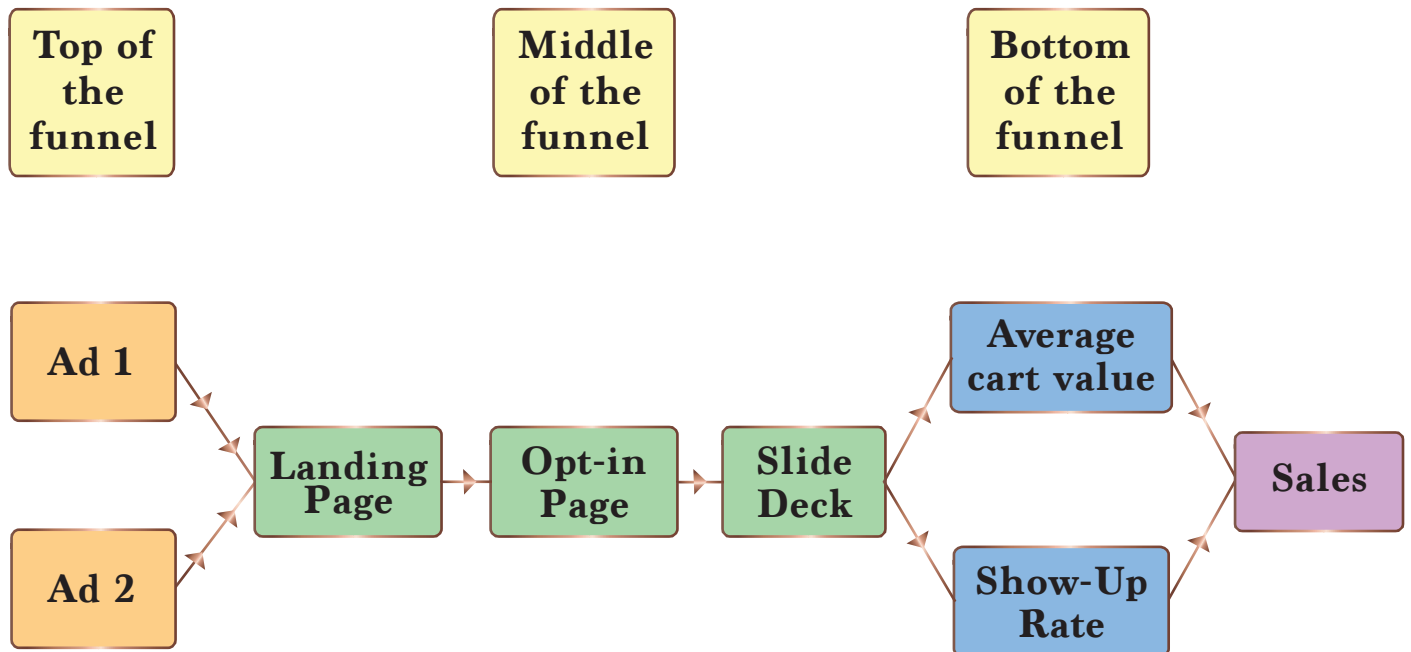


Tip:

Your ad creative should fit your product message.

06

The cost per lead for scaling



Identify the link between your ads and your sales process to determine what is the next step you should work on for your ads.

Utilize story-telling and different angles to give an active and rich ad bank that helps you to scale broadly. A good hook needs a story and then an effective call-to-action e.g: Hook -> Story -> Offer.

Tip:

Focus on the best reward and time ratio item in your sales process to prioritize and work on first.

Exercise: Create a framework for your ads (using the hook, story, and offer framework).

How would you give insight to your call-to-action?

[illegible]

[illegible]

How would you add infotainment value to your ads?

[illegible]

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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