

TOP OF FUNNEL -TOF

- Highlight problem/ issues that our product/ service will help solve.
- Show them what they are missing out by not buying.
- Highlight the benefits.
 1. How it will make life easier
 2. Solve a problem.
 3. Make them feel/ think a co way.
- Photos or video of customer
- Clear product feature of making USP.
- Why/ how your product is superior to the complication in market.
- Show case collection in videos.

MIDDLE OF FUNNELS -MOF

- Reaction videos
- Competitive review videos
- Product in use videos showcasing different feature/ benefits.
- Custom collage videos combining short videos and photos from customer reviewing your product.
- Unboxing videos
- Full product experience video
 1. Receiving the product
 2. Brand experience
 3. Why make the purchase

4. How it compares to competitors
5. What customers love about it.

- Full product experience video
 - how it solves a problem
 - highlight key benefit (should involve them using the product for its intended use)

BOTTOM OF THE FUNNEL

The purpose is to give the audience the final must purchase from your brand

The content is very similar to MOF best we can also include classic hard sell.

TYPES OF CREATIVES

- Reaction videos
- Reviews videos
- Product in use
- Testimonial
- Urgency creatives
- Limited time creatives