

What are my goals?

- To generate \$2000 or more.
 - Get a 2x ROI (Not ROAS) from Meta ads.
 - Get a winning ad (5% CTR).
 - Get the product page a 10% conversion rate.

What have I tried?

- I have tested over 10 Meta ads, got them reviewed by captains and experienced Gs from the agoge chat, and the best CTR I got was 2.29%.
- My client's product page conversion rate is 0.8%, so to increase it, I analyzed the top players like GymShark and YoungLa, and I saw 2 things that they are doing that my client is not. Here are those 2 things:
 - a. White background color. → I told my client to do this and he's working on it.
 - b. Fitness influencer modeling the product. → I collected a ton of fitness influencers and my client reached out to them. We only got 2-3 replies (He did over 30 DMs).

What do I think the solution is?

- Get my client a 5% CTR ad → Fitness influencer video creative with fast cuts, bold colors, etc.
- Get my client a 10% conversion rate for his product page → Change background color to white, and have the primary image of a fitness influencer wearing the shirt (product).

I honestly dont think I can get a 10% conversion rate product page.

Product Page link: <https://gymshackles.com/products/gymshackles-compression-shirt>