

CONQUEST PLAN

A. Define Objective

Goal: Get Guido amazing results with a 2 ROAS in the ad campaign

Success: I will stand at my desk full of pride when all the purchases come in... “WOOOO” - I will send Guido a screenshot and he won’t believe it at first. The next day I will walk into the restaurant, he will cheer and then we film the testimonial video.

Deadline: Wednesday, 7th of February

B. What are the Checkpoints between my Objective and where I am?

Checkpoint #4 - 2 ROAS in the ad campaign

- 1 purchase = \$64 turnover = \$24 profit → I need 1 purchase every \$12 Ad spend
\$300 Budget → I need to get 25 purchases
- 1% CR and \$10 CPM → I will reach 30,000 people and need to get 2500 people on the website for 25 purchases → I need a \$0.12 CPC and a 8.5% CTR

Checkpoint #3 - Find the best Targeting (2h)

1. Test 3-5 very specific other targeting options (1h 20min)
 - More business/ italy focused: <1 Million Audience Size (40min)
 - Test them at 500 impressions (40min)
2. Decide on the winner (\$0.12 CPC, 8.5% CTR) or test again (40min)

Checkpoint #2 - Find the best Body Text (4h 20min)

1. Get 10 confident variations
 - Create (60min)
 - Review (120min)
2. Set up + test with 400 impressions (40min)
3. Decide on the winner (\$0.12 CPC, 8.5% CTR) or test again (40min)

Checkpoint #1 - Find the best Creative (12h 50min)

1. Make an overview of all the ammunition I have **(40min)**
 - 20min Sort the new videos from friday
 - 20min Overview of old creatives I could use
2. Find all different variations I will test **(2h 50min)**
 - Define the steps the reader needs to take (20min)

- 5min Review the objectives of a profitable ad
- 15min Apply them on the campaign & make overview
- Create skeletons for all the different variations (90min)
 - 15min Review all the ammunition I have + market research
 - 30min Review the creatives + captions of the top players
 - 45min Make 1st Drafts of every combination possible
 - Need to achieve all profitable ad objectives
 - Brainstorm creative ways to put them together
- Review the variations until confident (60min)
 - 20min Review the drafts, make a concise overview
 - 15min Get outside opinions → Find areas to improve
 - 25min Review until confident
- 3. Create 10 confident variations I will test and start the testing **(4h 40min)**
 - Decide on the top 10 that I will test first (10min)
 - Most likely to get \$0.12 CPC, 8.5% CTR
 - Create them one by one (2h)
 - 30min Define all the edits I need to make
 - 60min Collect all the additional ammunition I need
 - 90min Edit the videos step by step
 - Review them one by one (2h)
 - 15min Ask harsh review questions → Find areas to improve
 - 45min Review until confident
 - 10min Get outside opinions → Find areas to improve
 - 50min Review until confident
 - Set up and start the campaign (30min)
- 4. Test all variations and find a winner **(4h 30min)**
 - Analyze the metrics (30min)
 - Pick the winner (\$0.12 CPC, 8.5% CTR) or OODA loop (4h)
 - 120min Find the problem and create new variations to test
 - 90min Get outside opinions → Review until confident
 - 30min Test again
 - Pick the winner (\$0.12 CPC, 8.5% CTR) or OODA loop again

C. What Assumptions or Unknowns do I face?

Assumptions

- 1% CR and \$10 CPM → I will reach 30,000 people and need to get 2500 people on the website for 25 purchases → I need a \$0.12 CPC and a 8.5% CTR
- I need 2 rounds of testing to find the winning creative

Unknowns

- I don't know all the editing stuff required, but I can learn/ ask in the Content Creation Campus

D. What are the biggest challenges/problems I have to overcome?

Weak Points:

- The video we filmed could not resonate with the target audience

How I will compensate for them:

- If the video creatives won't perform, I will test image ads or create new videos
→ I will analyze every single ad that I tested and find out WHY it performed well/ bad
→ I will use these insights to brainstorm creative ideas

E. What resources do I have?

The Real World:

- Content Creation Campus → Creative review + ask editing questions
- Experienced Chat/ Ask an expert → Ad strategy questions
- Copy Aikido Chat → review captions/ creatives if I can't find my mistakes

Human Resources:

- My friend Chris → Get outside opinion on the creatives/ captions/ strategy → Find areas to improve after I finished a confident draft
- Ask my parents how they like the creative
- Laura/ August (get outside opinions)
- Thorsten & Aini (are close to the target market)
- Go through the city and just ask a random person that looks like the target market how they like the ad

F. Calendar Work

- Second round of testing until Sunday at 16:00
- Third round of testing until

Checkpoint #1 - Find the best Creative (12h 50min)

- Make an overview of all the ammunition I have **(40min)** → **Saturday**
 - 20min Sort the new videos from friday
 - 20min Overview of old creatives I could use
- Find all different variations I will test **(2h 50min)** → **Saturday/ Sunday**
 - Define the steps the reader needs to take (20min) → Saturday
 - Create skeletons for all the different variations (90min) → Saturday
 - Review the variations until confident (60min) → Sunday
- Create 10 confident variations I will test and start the testing **(4h 40min)** → **Sunday**
 - Decide on the top 10 that I will test first (10min)
 - Create them one by one (2h)
 - Review them one by one (2h)
 - Set up and start the campaign (30min)
- Test all variations and find a winner **(4h 30min)** → **Monday**
 - Analyze the metrics (30min)
 - Pick the winner (\$0.12 CPC, 8.5% CTR) or OODA loop (4h)

Checkpoint #2 - Find the best Body Text (4h 20min)

- Get 10 confident variations (2h)
- Set up + est with 400 impressions (40min)
- Decide on the winner (\$0.12 CPC, 8.5% CTR) or test again (40min)

Checkpoint #3 - Find the best Targeting (2h)

- Test 3-5 very specific other targeting options (1h 20min)
 - Decide on the winner (\$0.12 CPC, 8.5% CTR) or test again (40min)
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- List out checkpoints and set time to reach them
 - List out tasks needed to reach each checkpoint
 - Identify metrics/kpis for each task.
 - Allocate time on for each tasks
 - Each day look at the tasks you perform and metrics you need to hit to achieve checkpoints.

