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The DEPTH Framework

How a KSh 1,200 campaign produced 33 qualified leads at KSh 26 each —
and what you can steal from it starting today.

FREE
FRAMEWORK
5 steps. No fluff.

A KSh 1,200 campaign. 33 qualified leads. KSh 26 each. 229% above benchmark.
That is what this framework produced on one campaign in Nairobi. I am giving it away because most business owners in Kenya are wasting money on ads that were broken before they ever went live. Every shilling lost to a campaign that does not convert is a shilling that could have been a customer. Use every step. Do not skip. The businesses that skip Step 1 always end up back at Step 1.

Why Most Ads In Don't Convert

You boosted the post. You ran the ad. The numbers went up.

Reach. Clicks. Impressions.

You checked your WhatsApp.

Nothing.

And the longer it keeps happening, the easier it becomes to assume the problem is your product. It almost never is.

The problem is one of three things — and until you fix the right one, more budget will not save you:

The message	You're describing your product instead of speaking to your customer's pain.
The positioning	You're targeting everyone, which means you're reaching no one specifically.
The funnel	Something breaks between the click and the conversation — and nobody fixes it.

This framework fixes all three. In order.

STEP

1

Find Your One Reader

Stop targeting everyone. Start speaking to one specific person.

The single most expensive mistake in advertising is writing an ad for everyone.

An ad written for everyone speaks to no one. It gets ignored because the reader doesn't feel like you're talking to them — you're broadcasting at them.

Your One Reader is not a demographic. It's a person.

They have a specific situation. A specific fear. A specific daily frustration. And a specific moment when they become ready to buy.

> **Real example — Benefit Car Hire, Nairobi:**
> *Not 'car owners in Kenya.' But: a person who bought a car when life was stable, took out a loan, then something changed — job loss, salary cut, unexpected expense — and now the car that once made life easier has become the biggest source of financial stress. They're terrified of repossession. They don't want to sell it. They just want relief.*

The more specific you are, the better your ad will perform. Specificity feels like a risk. It isn't. It's the strategy.

ACTION STEPS

→ Write down one sentence describing who your customer is — their situation, not their age range

→ Ask: what changed in their life that made them need what I offer?

→ Ask: what are they afraid will happen if they don't solve this problem?

→ Ask: what have they already tried — and why didn't it work?

→ Read your One Reader description back. If it could describe more than one type of person, it's too broad. Narrow it.

STEP

2

Find The Real Pain

Surface problems don't drive action. The emotional truth does.

Every customer has two problems.

The problem they'll tell you about — and the pain they actually feel.

The practical problem is what they say when you ask what's wrong. The real pain is what keeps them up at night. Your ad needs to speak to the real pain — not the surface problem.

> **Real example — Benefit Car Hire, Nairobi:**
> *The practical problem: missed loan payments. The real pain: the embarrassment of auctioneers showing up at the door. The idle car sitting parked every day while the loan statement arrives at the end of the month. That image — a car sitting parked while the loan keeps running — became the emotional core of the entire campaign.*

How to find the real pain:

Ask your existing customers — not what problem you solve, but how they felt before they found you. The words they use are your copy.

ACTION STEPS

→ Write down the practical problem your customer has

→ Now ask: what does that problem make them feel? Write that down

→ Ask: what's the most embarrassing or shameful consequence they're trying to avoid?

→ Ask: what does their life look like on the worst day this problem causes?

→ The answer to these questions is your ad's emotional core — use it

STEP

3

Build The Message Around Proof

Don't describe your service. Prove it.

The most powerful ad you can run is one built around a real result.

Not a claim. Not a feature. A real story with real numbers and a real transformation.

Claims can be ignored. Proof cannot.

The message architecture that works:

Hook	One line that speaks directly to the pain your One Reader already feels

Problem	Name the situation they're in — specifically enough that they feel seen
Escalation	Show what happens if nothing changes — make the cost of inaction real
Discovery	Introduce your solution as something they haven't considered yet
Proof	A real result. Specific numbers. Real transformation.
CTA	One action. Stated with authority. No multiple options.

Real example — Benefit Car Hire, Nairobi:

The ad was built around one investor story: KSh 131,835 in arrears, car repossessed, then leased through Benefit Car Hire and KSh 108,000 cleared. Real numbers. Real person. Real transformation. That story — not a description of the service — produced a CTR 229% above the industry benchmark.

ACTION STEPS

→ Find one real customer story — with specific numbers and a before/after transformation

→ If you don't have one yet, find your most satisfied customer and ask them to walk you through what changed

→ Write the story in first person — the reader should feel like they're hearing it from someone like them

→ Include the specific numbers — amounts, timeframes, outcomes. Vague claims are ignored. Specific proof is believed

→ End with the transformation, not the service. Sell the outcome, not the method

STEP
4

Fix The Funnel Before You Scale

The ad is only half the campaign.

Most businesses diagnose a conversion problem as an ad problem.

They get clicks but no customers — so they change the creative, increase the budget, or try a new platform. The ad wasn't the problem. What happened after the click was.

Before you spend more, map the journey from click to customer and find where people are dropping off.

The three most common funnel leaks:

The blank message box	Someone clicks your WhatsApp button and sees an empty text field. Most people close it. Fix: pre-fill a message they just need to tap send on.
Slow response time	A lead messages and waits 3 hours for a reply. By the time you respond, they've moved on. Fix: respond within 30 minutes or set up an automated first response.
No qualification process	You're having long conversations with people who were never going to buy. Fix: ask one qualifying question immediately so you know who's worth your time.

Real example — Benefit Car Hire, Nairobi:

The campaign was producing clicks but zero WhatsApp messages. The issue wasn't the ad — it was a blank message box. When someone tapped the WhatsApp button, they saw an empty field and had to think about what to say. Most didn't. We added a pre-filled message: 'Hi Gloria, I saw your ad. I have a financed car and I'd like to know if it qualifies.' Conversations started immediately.

ACTION STEPS

→ Map every step from ad click to payment — write it out step by step

→ At each step, ask: what could cause someone to drop off here?

→ Check your WhatsApp button — is there a pre-filled message or a blank box?

→ Check your response time — how long does a lead wait before they hear from you?

→ Ask your last 5 leads what made them hesitate — their answers show you where the funnel is leaking

STEP

5

Read The Data And Make The Right Call

Numbers without interpretation are just noise.

Most business owners look at their Ads Manager and see a screen full of numbers they don't know what to do with.

Here are the only numbers that matter — and what each one is telling you:

CTR (Click-Through Rate)	The percentage of people who saw your ad and clicked it. Industry average in Kenya is around 2%. Above 4% means your creative is working. Below 1% means the message isn't connecting.
Cost Per Conversation	How much you paid for each WhatsApp message started. This is your most important metric. In Kenya, under KSh 500 per conversation means the campaign is working. Over KSh 1,500 means something in the funnel needs fixing.
CPM (Cost Per 1,000 Impressions)	How much it costs to show your ad 1,000 times. High CPM means you're targeting a competitive audience. Low CPM with low CTR means the ad isn't stopping the scroll.
Frequency	How many times the same person has seen your ad. Above 3 means the audience is getting fatigued — time to introduce a new creative or expand the audience.
Learning Phase	Facebook needs 50 conversions in 7 days to exit the learning phase and optimise properly. Until then, results will fluctuate. Don't panic and don't make major changes.

The most important rule in campaign management

If the campaign is performing — do not touch it. Every edit resets the learning phase. The most dangerous thing you can do to a working campaign is interfere with it.

Real example — Benefit Car Hire, Nairobi:

On day five, data showed women aged 45–54 were clicking at 16% CTR — more than double the campaign average. The instinct was to immediately narrow the targeting to that segment. The correct call was to wait. The algorithm was still in the learning phase and needed more data. Narrowing early would have reset the clock and cost momentum. The campaign was left to run — and kept improving.

ACTION STEPS

→ Check CTR first — is the creative stopping the scroll?

→ Check cost per conversation — is the funnel converting clicks into messages?

→ Check frequency — is the audience getting fatigued?

→ Check results vs learning phase threshold — are you on track for 50 conversions in 7 days?

→ Ask this question: out of everyone who messaged, how many were the right fit? That ratio tells you whether the message is attracting the right person

What This Framework Produced In One Campaign

229% above CTR benchmark	**KSh 26** per conversation	**33** leads generated	**KSh 1,200** total budget spent

Total budget spent: KSh 1,200. That's less than a tank of fuel. This framework produced 33 qualified leads at KSh 26 each — 229% above the industry benchmark — on a budget most advertisers would dismiss as too small to matter.

What To Do Next

Option 1

Use This Framework Yourself

You have the five steps. The examples. The action points. Everything I charged clients for is in this document. If you have the time and the discipline to apply it — it works.

Option 2

Let Me Do It For You

This is for the business owner who read Option 1 and immediately thought: I do not have time for this. I do the research, the positioning, the copy, the setup, the data analysis — everything. You focus on closing the customers it generates.

Book a 30-minute strategy session for KSh 2,500. I will diagnose your campaign, tell you exactly where it is leaking, and show you specifically what needs to change. If we move forward together, the KSh 2,500 applies to your strategy fee. I take a small number of clients at a time. If you are serious — the link is below.

Serious about fixing your ads? Here is the next step.

WhatsApp: 0757142791

Send: "I want to fix my ads"

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