

CASH challenge: Day 4

Niche: Space Themed Content/Accessories

Prospective service selection: AI content creation to lower CTA while increasing engagement.

Which business?

Astrosphereco on Tiktok:

<https://www.tiktok.com/@astrosphereco>

<https://ads.tiktok.com/business/creativecenter/topads/7328036704169426946/pc/en?countryCode=GB&from=001110&period=7>

<https://shopastrospheres.com>

<https://theastrospheres.com>

Top performing ads with a high CVR (top 2%). Very simplistic concept only showing the product. No clear CTA. No link in bio. How does this company have such a high CVR? People in comments asking how to purchase products - due to no CTA and lack of link in bio. Websites are very simplistic and can provide value on the website by adding unique videos using AI. Both are single product websites. Opportunity: A lot of money can be made via upsells. Videos on websites are low resolution, can provide AI upscaling as FV, combining this with AI can help however FV should be focused around adverts as those can be tested immediately.

What is the dream state

MAXIMUM CVR. This is a home decor business. Businesses only sell well if they provide genuine value to the customer. This can be done through optimising the customer experience, i.e. custom packaging, optimising the landing page with better content, etc. Aside from improving conversions, lead generation can be optimised. This heavily depends on the age group of the audience as different audiences have different methods of lead generation. i.e. people who are 30+ generally perform better on Facebook and with word of mouth so custom discount codes work very well. Therefore an audience analysis is required.

Analysis of the audience

The product does not provide intrinsic value regarding making life easier; this product is a commodity and good as a gift for others or for yourself. This means that the pain points will revolve more around gifting or making your house more interesting. The light up aspect could be used as a night light angle. Analytics on who buys this product would allow for the optimisation of the ad. A rough idea can be gained from the comments section, but this is not that accurate. The comments look more on the younger side, i.e. 18-29. Younger generations suffer heavier from the TikTok brain as they have less responsibilities than older people, more money to spend on stupid things and are more likely to scroll off if the hook is not good. This means that they are more likely to enjoy content that is visually interesting and have more fancier/cut to beat styles of transitions (side note, I assume this stems from growing up in the MLG era). This does not mean sacrificing quality of the overall video for transitions of course.

How to obtain dream state

With everything learned: implementation of AI, upbeat music (trending songs found from the TikTok business centre) and cut to beat transitions could be a viable route. However, reinventing the wheel can be attempted once money has been exchanged. For now,

slightly optimising competition content with AI should be the way to go and in future, once data is available, more complex attempts at new ads can be done alongside providing standard ads. A clear CTA at the end of the ad should be implemented. AI voice of a prolific space content creator (Brian Cox, Neil deGrasse Tyson, etc) could be used. These ads should increase CTR and CVR.

What happens when I start providing FV:

CASH.

First the data must be analysed. Once the FV is provided, the ads must be left for about 3 days for the algorithm to optimise output. After this, sales can be CTR and ROAS can be analysed to determine whether the amount of people clicking on the website has increased and the quality of the new traffic. If there are problems with sales then the deal should be analysed and the landing page can be improved from there (mentioned above). If sales have improved then more time should be put into producing new ads.

Potential opportunities to contact as a customer:

- Website not on tiktok - likely due to products being sold out.
 - How do I purchase these?
 - When will these be back in stock?
- Unsure as to which website is the correct one.
 - I was interested in buying these, could you please give me a link?

Once a response is obtained provide FV.

Notes from Pope's Marketing Case Study (feel free to ignore)

Performance Marketing Key Metrics to success:

- Need right advertising channels
- Creativity to cater ads to individual
 - Should have narrative that relates to consumer
- Split Test
 - Variety of thumbnails
 - Background video
 - Hero Product Photos
- CRM integration

Pope as an Egg:

- Nice Ecom store

Pope as the Pope:

- Provides details about the store, talks about competition within the market, and must maximize campaigns to get the biggest bang for buck
- Need to increase high quality website traffic
- Tate content with CTA would work for Tate products
- Must have clients end customer in mind ->brings insane value
- To improve conversion rate must get viewers to take action
- Must understand branding and how that can be applied
- Improve user interface
- VSL Bugatti grill turns around and says buy now
- Find a way to build loyal customer base
- Order one of their product
 - Packaging was not that great
 - Thought in head, here are some images for potential package designs for your product

- We can design this product (i.e. key ring). Can use that as a gift for the campaign - better customer loyalty.
- Maximize ROI (return on investment).
 - Putting a lot of money into all of these things
 - Need to track everything (IG, TT, etc)
 - “I came across one of your paid ads. I thought it was really good but there’s more that you can do with AI. I can help with that. Are you ready?
👉”
 - GPT to reword to ensure that a 10 year old can understand.
 - Much better Ad here, here is an example, let me know how the ad performs
 - Face Swap can be used to put influencers onto products, can be used as FV - use this to network with x and show them how they look with your product. If you can get video footage then give it to me and I’ll make a great ad out of it
 - Pivoted from Face swap to service provided
 - Short form content into emails to attract customers
 - We can increase your website traffic using high quality content using organic methods, and increase lead conversion.
 - Optimize website user experience
 - Video with CTA at start of landing page
 - Seamless process
 - Package all info into a great advertisement
 - Customer attention and loyalty
 - Email marketing campaign
 - Do not feel personal enough
 - Embed video into emails which target specific customers