

THE AD GRID: 7 STEP PROCESS

Knowing where your customer enters the Funnel will give you a better understanding of how to target them.



IDENTIFY YOUR AVATARS



IDENTIFY THE HOOKS



WRITE YOUR COPY



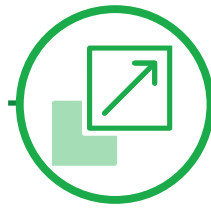
AVATAR RESEARCH



CREATE OR OUTSOURCE AD CREATIVES



COMPILE YOUR RESULTS



SCALE



STEP 1: IDENTIFY YOUR AVATARS

You'll start by creating an Avatar. An [Avatar](#) is a profile of a person who would be interested in your message. **The Avatar is your target audience.** Keep in mind when you're filling out your Ad Grid, the Avatars aren't necessarily the same Avatars you've set for your business. Your Business Avatars are going to be *much broader* than the Avatars that would be interested in this *particular offer*. You need to **create a SPECIFIC Avatar for each ad offer**. You do this through research. Identify Avatars for the *specific offer* you're running traffic to by doing intensive research on [Amazon](#), Google, Forums, etc. to figure out WHO these people are, and what their pain points may be (the problem(s) they're looking to solve).



STEP 2: IDENTIFY THE HOOKS

The **Hook** is the "market message" of your offer. The WHY people should want to buy or opt-in to this offer. If there isn't a Hook for your offer, you're really going to have a hard time getting people to act on your Call-to-Action. You need to explain the benefits – **the value** – of your offer, in order to sell it. So how do you come up with a Hook that conveys value?



STEP 3: WRITE YOUR COPY

At this stage you can see which Hook corresponds to which Avatar. Here's where you'll write a *congruent market to message match*. How? Write *specific* ad copy for *each* block on the Grid. This will force you to write copy that corresponds to BOTH the Avatar *and* the Hook. This will help you create powerful, segmented ads that will **speak to a particular Avatar using a particular Hook** instead of writing a broad ad that will miss.



STEP 4: AVATAR RESEARCH

If you put your campaign in front of the wrong audience, it will fail. That's why research is key. What's important in Step 4 is **doing research for each Avatar separately**. You're researching WHO your Avatars are and WHAT traffic platforms they can be reached on. If your ad was about social media and you targeted anyone and everyone that's interested in social media, your ad would be too broad. It wouldn't be as effective as targeting each Avatar separately. A marketer needs to look at their Avatars not as a group, *but as an individual*. **Look at them as very separate and different people**, because they are.



STEP 5: CREATE OR OUTSOURCE AD CREATIVES

Your Ad Creatives are videos, pictures, graphics, etc. that you make for your campaign. The Creative you make for each ad will depend on the [traffic platform](#) your ad runs on: Video for YouTube, Pictures for Pinterest and so on. What's important about the Creative is that **it depicts your Hook** – which is your marketing message. Your goal is to **make a Creative that backs up the copy and the message of the ad**. This will make for a strikingly powerful ad. You're going to want to make a Creative for EACH Hook. But what image will represent your Hook? How do you find that? We have a process behind coming up with each image... Each Hook will have keywords or phrases that relate to it. In Google, do a search query for each Hook's keyword. You'll see the top images that are associated with that query, which will give you inspiration for your Creative.



STEP 6: COMPILE YOUR RESULTS

Once you've completed your research on your Avatars and Hooks, written your copy and produced your Creatives, it's time to launch your campaign. After about *five to seven days of running your campaign*, *start analyzing your results*. Then use the Ad Grid to measure the success of the campaign. Determine what your [success metric](#) for your campaign will be: **ROI, Cost Per Acquisition, Cost Per Lead, Cost Per Click**. This will depend on your type of business. Once you know what metric you'll use, apply it to the Ad Grid. It will give you a visual – you'll see what's working for the entire campaign in one glance. This will help you scale.



STEP 7: SCALE

You've found a successful converting ad, now what? You could just beef up that campaign's budget on that particular platform and call it a day...or you could go beyond and further your success. Use the Ad Grid to help you [scale](#). The Ad Grid shows you which Hooks and Avatars are winners. [Scale out to the winners](#). The Ad Grid is important because it's showing you Avatars that are responding, Hooks that are converting, and the intersections between the two. You can see the insights and the data. You can see how to Scale. Look at what Avatars your campaign worked best for – what Hook(s) they responded to. You can **take that information, and apply it across the Web**. What are other platforms does that Avatar "hang out" on?

To learn more, check out [The Ad Grid: How to Build Traffic Campaigns that Convert Higher and Scale Faster](#) »