



CAMPAIGN PLAYBOOK · EOFY 2026

EOFY Campaign Master System

The complete three-tier strategy for Australian eCommerce brands. From offer architecture through to creative, email, and paid media execution.



EOFY Campaign Master System

The eCom Capital EOFY Playbook — Powered by Meta Intelligence

HOW TO USE THIS DOCUMENT WITH AN AI (ChatGPT, Claude, or Similar)

This playbook is designed to be used with an AI assistant. The fastest way to get a personalised EOFY campaign plan for your specific brand is to paste this entire document into ChatGPT or Claude, then paste the master prompt below. The AI will read the full playbook and build your campaign plan around your brand, your numbers, and your situation — not a generic template.

Step 1: Copy the entire contents of this document (Ctrl+A, Ctrl+C or Cmd+A, Cmd+C)

Step 2: Open ChatGPT (chat.openai.com) or Claude (claude.ai) — both are free to use

Step 3: Paste the document into the chat window

Step 4: Immediately after pasting the document, paste the Master Prompt below — fill in your brand details where indicated, then send

Step 5: The AI will ask you follow-up questions and build your personalised plan. Answer every question as specifically as possible — the more detail you give, the better the output.

MASTER PROMPT → COPY EVERYTHING BELOW, FILL IN YOUR DETAILS, AND SEND

MASTER PROMPT — COPY, FILL IN YOUR DETAILS, AND SEND

Copy everything below this line and paste it directly after the document in your AI chat window. Replace every [BRACKETED FIELD] with your real information before sending.

You are an expert eCommerce campaign strategist and direct-response copywriter. I have just shared with you the eCom Capital EOFY Campaign Master System – a comprehensive playbook for running a high-performance End of Financial Year sale campaign on Meta (Facebook and Instagram) for an eCommerce brand.

Your job is to read the full playbook and then build me a personalised, step-by-step EOFY campaign plan for my specific brand. Do not give me generic advice. Do not summarise the document back to me. Use the frameworks, templates, and structures in the document and apply them directly to my brand's situation.

Here is my brand information:

- **Brand name:** [Your brand name]
- **Product(s):** [What you sell – be specific. e.g. "A reusable nanofibre makeup remover cloth, sold in packs of 4"]
- **Price point:** [Your product's retail price in AUD]
- **Gross margin:** [Your gross margin % – COGS + fulfilment only, no ad spend. e.g. "65%". If you don't know this, write "unknown" and the AI will help you calculate it]
- **Current monthly revenue:** [Your approximate monthly revenue in AUD – e.g. "\$0 – brand new", "\$8,000/month", "\$35,000/month"]
- **Daily ad budget available for EOFY:** [How much you can spend per day on Meta ads during the sale period – e.g. "\$40/day", "\$150/day", "\$500/day"]
- **Ideal Customer Profile (ICP):** [Describe your ideal customer in detail – age, gender, lifestyle, the specific problem they have, what they have already tried. The more specific the better. e.g. "Women aged 44-58, eco-conscious, want clear skin without harsh chemicals. They have tried chemical cleansers and disposable wipes. Their skin is still irritated and they are sceptical of new products."]
- **Existing email list size:** [How many email subscribers or past customers you have – e.g. "0", "200 past customers", "1,500 subscribers"]
- **Meta Pixel status:** [Is your Pixel installed and firing? e.g. "Yes, firing on all 3 events", "Installed but not sure if it's working", "Not installed yet"]
- **Current campaign status:** [Are you currently running any Meta ads? e.g. "No ads running", "Running a basic traffic campaign at \$30/day", "Running Advantage+ at \$200/day"]
- **Hero product for EOFY:** [The single product or bundle you want to lead the sale with]
- **Proposed EOFY offer:** [What discount or bonus you are planning – e.g. "30% off", "Buy 2 Get 1 Free", "not sure yet"]
- **Any existing creative assets:** [Do you have any video or photo content already shot? e.g. "None", "iPhone videos of the product", "Professional photos only"]
- **Creator/influencer relationships:** [Do you have any existing creator relationships? e.g. "None", "2 micro-influencers who have posted about us before"]

Based on this information, I need you to do the following – in this exact order:

- 1. Assign me to the correct Tier** (Entry, Intermediate, or Expert) based on my revenue, budget, and Pixel status. Explain in one sentence why I belong in that tier and what the single most important thing is that I need to do differently from the tier above or below.
- 2. Validate or rebuild my EOFY offer** using the Offer Architecture section of the playbook. Run my numbers through the Offer Decision Tree. Tell me: (a) what my gross margin allows me to do, (b) what my Break-Even ROAS is, and (c) the exact offer I should run – written as a single sentence the way it would appear in an ad.
- 3. Build my campaign timeline** using the week-by-week structure for my tier. Tell me exactly what I should be doing each week from now until 30 June, with specific tasks for each week. Use the checklist format from the playbook.
- 4. Write my 5 ad hooks** – one for each of the 5 creative types (Founder Origin Story, UGC Demo, Testimonial, Problem/Solution, Pure Offer). Each hook should be written specifically for my product and ICP. Do not use the Bisous examples – write them for my brand.
- 5. Write my complete email sequence** for my tier – all emails, with subject lines and body copy, written in the voice of my brand and personalised to my ICP. Label each email clearly as either LEAD-UP or CAMPAIGN and include the send timing.
- 6. Identify my single Cart Lubrication mechanism** – one specific gift or value-add I can offer inside the cart experience to increase conversion rate. It must be zero or near-zero cost to deliver and directly relevant to my ICP's reason for buying.
- 7. Write my guarantee** using the Guarantee Framework from the playbook. It must name the specific outcome, attach a specific timeframe or metric, and make the fallback feel slightly uncomfortable to commit to. Do not write a generic "30-day money back guarantee."
- 8. Flag the 3 most important things I must do before 1 June** – the non-negotiables that, if not done, will make the rest of the campaign fail. Be direct. If my Pixel is not installed, tell me that is the first thing. If my gross margin is too low to discount, tell me that.
- 9. Tell me what NOT to do** – based on my tier and situation, what are the 3 most common mistakes I am most likely to make? What should I specifically avoid?
- 10. Ask me any follow-up questions you need** to make this plan more specific. If there is any information I have not provided that would significantly change your recommendations, ask me for it now.

Important instructions for how to respond:

- Do not summarise the playbook back to me. I have read it.
- Do not give me options – give me a recommendation. Tell me what to do.
- Use specific numbers, specific dates, and specific copy wherever possible.
- If I have not given you enough information to make a specific recommendation, ask me for it rather than giving a generic answer.
- Write all ad copy, email copy, and guarantee language in the voice of my brand – not the Bisous examples.
- If my situation requires a deviation from the playbook's standard approach, tell me what the deviation is and why.
- Be direct. I am a founder with limited time. I need to know exactly what to do, in what order, starting today.

End of Master Prompt. Send this along with the document and answer any follow-up questions the AI asks you.

QUICK REFERENCE: WHAT IS IN THIS DOCUMENT

Before you dive in, here is a map of what this playbook contains and where to find it:

Section	What It Does	Where It Is
Why EOFY	The data behind why EOFY is Australia's biggest eCommerce moment	Page 1
Offer Architecture	How to build the right offer for your margin — the decision tree	Early in document
The Guarantee Framework	How to write a guarantee that makes saying no feel stupid	Offer Architecture section
Cart Lubrication	The one cart mechanism to run during EOFY	Offer Architecture section
Break-Even ROAS Table	Your minimum ROAS by gross margin — 40% to 90%	Offer Architecture section
System of Ideas	How to build 50 creatives from 1 insight using AI	Mid-document
Tier 1 — Entry	Full campaign plan for new brands under \$10k/month	Tier 1 section
Tier 2 — Intermediate	Full campaign plan for brands doing \$10k–\$50k/month	Tier 2 section
Tier 3 — Expert	Full campaign plan for brands doing \$50k+/month	Tier 3 section
JJRH Email Cadence	The weekly rolling email structure for the full sale period	Before email templates
Email Templates	All lead-up and campaign emails for all three tiers	Within each tier section
Creator Outreach Scripts	DM scripts for reaching micro-influencers	Tier 2 and Tier 3 sections
Video Script	Full 60-second founder origin story script (Bisous example)	Near end of document
Quick Reference Table	Side-by-side comparison of all three tiers	Near end of document
Glossary & Reference Index	Plain-English definitions of every term, tool, and concept	End of document

The **Bisous case studies** (marked with a grey callout box throughout) show every framework applied to a real brand — Bisous, a premium reusable makeup remover cloth. Use them as worked examples for how to apply each section to your own brand.

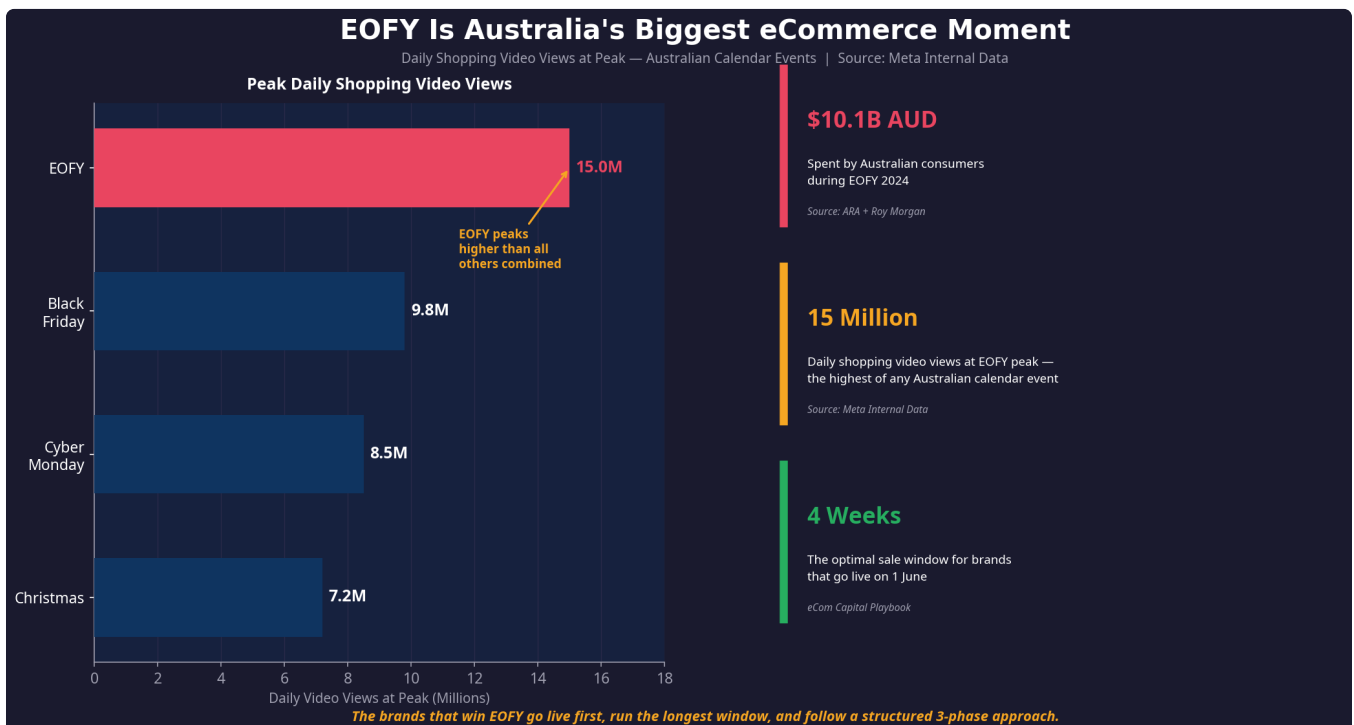
EOFY Campaign Master System: The 3-Tier Playbook

Developed by eCom Capital | Based on Meta HQ In-Person Event Intelligence

Why EOFY Is the Most Important Campaign of the Year

EOFY is not just another sale event. According to Meta's internal data, it generates the **highest daily shopping video view volume of any moment in the Australian calendar** — surpassing Black Friday, Cyber Monday, and Christmas combined, with approximately 15 million daily video views at peak. Australian consumers spent **10.1 billion AUD during EOFY 2024** (ARA + Roy Morgan), growing year-on-year. This is the biggest retail moment in the Australian calendar — and most brands are still treating it like a minor sale.

The brands that win EOFY are not the ones with the biggest budgets. They are the ones that **go live first, build the right creative, and follow a structured three-phase approach.**



This playbook is built directly from the strategy Meta presented at their HQ in-person event. It is structured across three levels of execution — Entry, Intermediate, and Expert — so every brand in the eCom Capital community can find their lane and execute with precision.

The Meta EOFY Principle: "Deals only convert when you find the right person at the right time. Creative is the single biggest lever you have — it determines more than 50% of every auction outcome."

The Two Strategic Principles That Separate Winners From Everyone Else

Principle 1: Go Live First

The most common EOFY mistake is waiting until the last week of June to go on sale. By that point, every brand in your category is spending heavily — CPMs spike, auctions get expensive, and you are fighting for attention at peak cost. The brands that go live on sale in the **first week of June** are operating in a fundamentally different environment: lower CPMs, less competition, and a full 4-week sale window to convert buyers instead of a single frantic day.

The goal is simple: **be the first brand in your category to go on sale, and run the longest possible sale window.** Buyers who are ready to purchase in early June will buy from whoever shows up first with a compelling offer. That should be you.

Principle 2: Re-Wrap, Don't Rebuild

If you are running a Mother's Day campaign in May, do not tear it down and start from scratch for EOFY. Your offer structure, your creative angles, your email sequences — they are already working. The only thing that needs to change is the **naming and the wrapper**. Swap the Mother's Day language for EOFY language. Change the creative overlays and email subject lines. Keep the underlying offer, the discount structure, and the campaign architecture identical.

This is one of the most underused strategies in eCommerce: **carry momentum from one sale event directly into the next.** Your Pixel is warm, your retargeting audiences are full, your email list is engaged. Re-wrapping means you go into EOFY with a running start instead of a cold start.

The rule: Change the name. Change the creative skin. Keep everything else.

Which Tier Are You? (The Diagnostic)

Do not guess your tier. Use this diagnostic to determine exactly which strategy you should be executing. If you fall between tiers, default to the lower tier to ensure your foundations are solid.

Criteria	Entry Tier	Intermediate Tier	Expert Tier
Monthly Revenue	Under 10k/mo	10k to 50k/mo	50k+/mo
Daily Ad Spend	30 to 100/day	100 to 300/day	300+/day
Active Creatives	0 to 2 running	3 to 10 running	10+ running
Pixel Data	Under 1,000 events/month	1,000+ events/month	High volume + CAPI active
Email List Size	Under 500 subscribers	500 to 5,000 subscribers	5,000+ segmented subscribers
Your Action	Start at Tier 1	Start at Tier 2	Start at Tier 3

The Universal Framework: 3 Phases, Every Tier

Before anything else, understand what actually drives EOFY revenue. It is not traffic campaigns. It is not lead generation funnels. It is not complex targeting structures. The brands that win EOFY do three things in sequence:

1. They lock a strong, simple offer. The offer is the single biggest lever. A mediocre creative with a great offer will outperform a great creative with a weak offer every single time. Get this right before you touch anything else.

2. They go to their email list first. Your warmest buyers already know you. VIPs get access before anyone else. Then the full list. Then cold audiences via ads. This sequence is not optional — it is the order of operations that maximises conversion and minimises wasted spend.

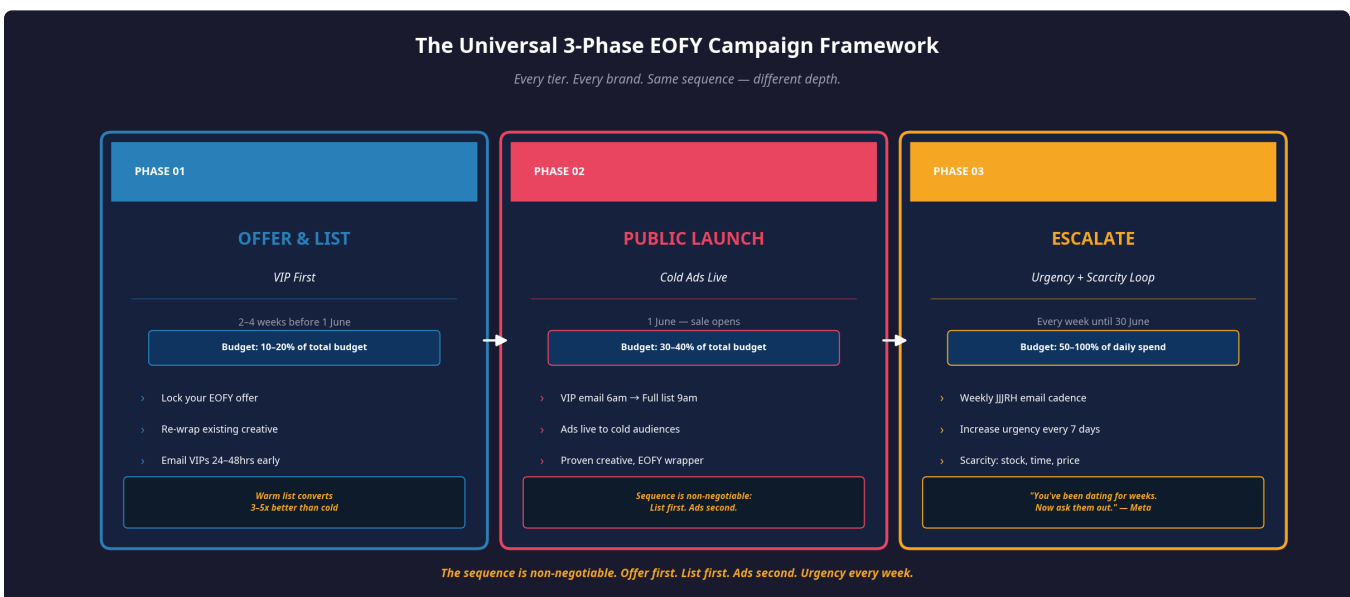
3. They run proven creative adjusted for EOFY, then escalate urgency and scarcity in a repeating loop. Do not build new creative from scratch. Take what is already working, re-wrap it with EOFY language and urgency, and run it. Then every week of the sale, increase the scarcity and urgency. This is the engine that drives revenue throughout the full sale window — not a single launch day.

The core principle: Traffic campaigns and lead gen are not the priority. A strong offer, a warm list, proven creative, and escalating urgency — in that order — is what wins EOFY.

Regardless of which tier you are operating at, the same three-phase framework applies. What changes is the depth, budget, tools, and — critically — **the timeline**. Larger brands run longer campaigns because they have the audience, the Pixel data, and the creative infrastructure to justify it. Smaller brands do not. A 6-week campaign for a brand with no existing audience is 4 weeks of wasted spend. Your campaign window should match your actual audience size, not the calendar.

Phase	Core Goal	Budget Allocation
Phase 1: The Offer & The List (VIP)	Lock a compelling offer, warm up your existing email list, give VIPs early access	10–20% of total budget
Phase 2: Public Launch (Cold Ads)	Go live to cold audiences with proven creative adjusted for EOFY	30–40% of total budget
Phase 3: Escalate Urgency & Scarcity	Rinse and repeat with increasing urgency, scarcity, and hard deadlines	50–100% of daily spend

The timeline for each phase is set at the tier level — see your tier below for the correct window.



Meta's own framing of Phase 3: "You've been dating for weeks. They already like you. Now ask them out."

Know Your Break-Even ROAS Before You Start

Throughout this playbook, you will see instructions like "scale if ROAS is above your break-even" or "pause if ROAS drops below your break-even." This is intentional. A 2x ROAS might mean you are profitable, or it might mean you are losing money — it depends entirely on your margins. **You must know your own number before the campaign starts.**

The Two Numbers You Need to Understand

Gross Margin (used throughout this document) = Revenue minus COGS and fulfilment costs only.

COGS means the cost to manufacture or source the product. Fulfilment means the cost to pick, pack, and ship it to the customer. **Ad spend is NOT included in Gross Margin.** Ad spend is a separate variable — it is accounted for through the ROAS formula itself. Including ad spend in your Gross Margin and then using that number in the ROAS formula would be double-counting and would give you a meaningless result.

Gross Margin formula: $(\text{Revenue} - \text{COGS} - \text{Fulfilment}) \div \text{Revenue} \times 100$

Example: You sell a product for 100 AUD. It costs 25 AUD to make and 10 AUD to ship. Your Gross Margin is $(100 - 25 - 10) \div 100 = 65\%$.

Contribution Margin (for reference only) = Gross Margin minus ad spend per order.

This is the number that tells you what you actually keep after paying for the product, fulfilment, AND the ad that drove the sale. You do not need to calculate this upfront — the Break-Even ROAS formula below does this work for you automatically. But if you want to know your true per-order profit after ads, this is the number to look at post-campaign.

Contribution Margin formula: $\text{Gross Margin \%} - (\text{Ad Spend} \div \text{Revenue} \times 100)$

Example: 65% Gross Margin. You spent 20 AUD in ads to generate 100 AUD in revenue (2.0x ROAS on a 65% margin product). Your Contribution Margin is $65\% - 20\% = 45\%$ per order.

The relationship between the two: Your Gross Margin is your ceiling — the maximum you could ever keep from a sale if ads were free. Your Break-Even ROAS is the floor — the minimum ad efficiency required before you start losing money. Everything between the floor and the ceiling is your operating window.

Break-Even ROAS Formula

Break-Even ROAS = $1 \div \text{Gross Margin}$

Gross Margin (COGS + Fulfilment only, no ad spend)	Break-Even ROAS	What This Means
40%	2.5x	You need 2.5x to break even
50%	2.0x	You need 2.0x to break even
60%	1.7x	You need 1.7x to break even
70%	1.4x	You need 1.4x to break even
80%	1.25x	You need 1.25x to break even
90%	1.1x	You need 1.1x to break even

Important: This is your floor, not your target. Your target ROAS should be higher than break-even to account for overhead and profit. A common rule of thumb is to target 1.5x to 2x your break-even ROAS as your scaling threshold.

Calculate yours now:

1. Take your average product selling price
2. Subtract your COGS (cost to make or source the product) and your fulfilment costs (pick, pack, ship) — **do not subtract ad spend**
3. Divide the result by the selling price — this is your Gross Margin
4. Divide 1 by that number — this is your Break-Even ROAS

Write it here: **My Break-Even ROAS = _____** and use this number everywhere this playbook references "your break-even."

The EOFY Execution Calendar (Tiered by Brand Size)

Strategy means nothing without execution. Here is exactly what you need to do each week leading up to the sale.

Use the calendar that matches your tier. Running a longer campaign than your audience size justifies is one of the most common ways brands waste budget before the sale even starts.

The calendar below is tiered. Use the rows that match your tier — do not run a 6-week campaign if you are an Entry brand.

Entry Tier — 2-Week Prep + 4-Week Sale Calendar (Sale opens 1 Jun, final push 30 Jun)

Why this timeline: Your job is simple. Lock a great offer. Re-wrap your best-performing creative with EOFY language. Email your list — VIPs first, then everyone else. Then run ads to cold audiences with that same proven creative. Repeat with more urgency and scarcity every single week until 30 June. That is the whole strategy. Do not add complexity. The offer and the urgency loop are the only levers that matter at this stage.

Date	Week	Phase	Primary Action Items	Done?
19 May	Prep Week 1	Offer Lock	Finalise your EOFY offer. If running Mother's Day — re-wrap the same offer with EOFY language, do not rebuild. Write your VIP email and your public launch email.	[]
26 May	Prep Week 2	Creative & Email	Take your best-performing creative. Adjust headline and copy for EOFY. Set up 3-email sequence in Klaviyo (VIP, Public Launch, Urgency). Do NOT launch ads yet.	[]
1 Jun	SALE OPENS	Launch Sequence	VIP email 6am. Public launch email 9am. Ads live to cold audience with EOFY creative. DO NOT touch campaigns once live.	[]
9 Jun	Week 2 of Sale	Urgency Escalation	Social proof email — real customer result or review. Increase urgency in ad creative headline. Scale budget max 20% if ROAS above your break-even.	[]
16 Jun	Week 3 of Sale	Scarcity Escalation	Re-send to unopened email subscribers with new subject line. Swap ad creative to scarcity angle — limited stock, limited time.	[]
23 Jun	Week 4 of Sale	Final Push Prep	Write final urgency email. Build last-chance creative with hard deadline (30 Jun, midnight). Prepare and schedule everything — do not improvise on the day.	[]
30 Jun	EOFY CLOSE	Hard Close	Final urgency email 6am. Last-chance creative live. Final warning email 12hrs before midnight. No campaign edits. Midnight cutoff.	[]

Intermediate Tier — 4-Week Prep + 4-Week Sale Calendar (Sale opens 1 Jun, final push 30 Jun)

Why this timeline: The same core sequence applies — offer first, email list first, then cold ads with proven creative, then escalate urgency and scarcity every week. At this tier you have a warm audience and some Pixel data, so you use the 4-week prep window to identify your best-performing creative angles before the sale opens — not to run traffic for its own sake. If you are carrying momentum from Mother's Day, re-wrap your existing offer and creative structure with EOFY language. Do not rebuild. Your Pixel is already warm. Use it.

Date	Week	Phase	Primary Action Items	Done?
5 May	Prep	Offer & Creative Lock	Finalise EOFY offer. If running Mother's Day — plan the re-wrap now. Identify your 2–3 best-performing creatives. Adjust headlines and copy for EOFY. Set up 5-email sequence in Klaviyo.	[]
12 May	Week 3 Out	Creative Testing	Run your EOFY-adjusted creatives to a warm audience only. Goal is to identify the 1–2 strongest angles before the sale opens. Do not scale. Do not optimise for conversions yet.	[]
19 May	Week 2 Out	Retargeting Warm-Up	Launch retargeting to website visitors and video viewers. Send creator outreach DMs if using UGC. Build and test all 5 email sequences.	[]
26 May	Week 1 Out	Lock & Load	Finalise all sale creatives. Lock budgets by Thursday. No changes after that. Write all urgency and scarcity email variants for the full sale window.	[]
1 Jun	SALE OPENS	Launch Sequence	VIP email 6am. Public launch email 9am. Ads live to cold audience with top-performing EOFY creative. DO NOT edit campaigns.	[]
9 Jun	Week 2 of Sale	Urgency Escalation	Social proof email — real result or review. Increase urgency in ad creative. Scale budget max 20% if ROAS above your break-even.	[]
16 Jun	Week 3 of Sale	Scarcity Escalation	Re-send to unopened subscribers with new subject line. Swap ad creative to scarcity angle — limited stock, limited time.	[]
23 Jun	Week 4 of Sale	Final Push Prep	Final urgency email drafted and scheduled. Last-chance creative built with hard 30 Jun deadline. Everything prepared — do not improvise.	[]
30 Jun	EOFY CLOSE	Hard Close	Final urgency email 6am. Hard scarcity creative live. Final warning email 12hrs before midnight. No edits. Midnight cutoff.	[]

Expert Tier — 8-Week Prep + 4-Week Sale Calendar (Sale opens 1 Jun, final push 30 Jun)

Why this timeline: The same core sequence applies at scale — offer first, email list first, then cold ads with proven creative, then escalate urgency and scarcity every week. The difference at this tier is that you have the audience size and budget to use the 8-week prep window to identify your absolute best-performing creative angles before the sale opens, build a large warm retargeting pool, and segment your email list for maximum precision. If you are running Mother's Day in May, re-wrap that campaign structure directly into EOFY — change the creative skin and email language, keep the offer architecture and campaign settings identical.

Date	Week	Phase	Primary Action Items	Done?
21 Apr	Week 8 Out	Offer & Creative Lock	Lock offer. Build System of Ideas — 50 creative briefs. Brief creators via Partnership Ads Hub. Activate CAPI. Verify catalogue 90%+.	[]
28 Apr	Week 7 Out	Creative Testing	Launch Advantage+ with top 5 creative angles. Deploy first Partnership Ads. Goal: identify the 2–3 strongest angles. Do not scale yet.	[]
5 May	Week 6 Out	Creative Scaling	Scale winning creatives 20%. Kill underperformers. Brief second creator wave.	[]
12 May	Week 5 Out	Warm Audience Build	Continue scaling proven angles. Confirm all creator content received. Segment email list: past customers, engaged non-buyers, cart abandoners, unengaged leads.	[]
19 May	Week 4 Out	Retargeting Stack	Launch full retargeting — website visitors, video viewers, add-to-cart, initiate checkout. Shift to 60/40 retargeting/prospecting.	[]
26 May	Week 3 Out	Retargeting Scale	Scale top 3 retargeting angles. Introduce Dynamic Product Ads for cart abandonment. Activate creator Partnership Ads in retargeting.	[]
28 May	Lock and Load	Final Prep	Finalise all EOFY sale creatives. Write all 4 segmented email sequences in full. Schedule VIP email for 1 Jun 6am. Consolidate into Advantage+ Sales Campaign. Lock all budgets. No changes after Wednesday.	[]
1 Jun	SALE OPENS	Launch Sequence	VIP email 6am. Public launch email 9am. All 4 segmented emails sent on schedule. Ads live with top-performing EOFY creative. DO NOT edit campaigns. Scale max 20% if ROAS holds above your break-even after 48hrs.	[]
9 Jun	Week 2 of Sale	Urgency Escalation	Social proof email to all segments — real customer results. Increase urgency in ad creative. Scale budget max 20% if ROAS holding. Refresh weakest creative.	[]
16 Jun	Week 3 of Sale	Scarcity Escalation	Re-engage unengaged leads with new subject line. Swap ad creative to scarcity angle. Cart abandoner re-engagement email. Monitor ROAS every 6hrs.	[]
23 Jun	Week 4 of Sale	Final Push Prep	Final urgency email stack drafted and scheduled for all 4 segments. Last-chance creative built with hard 30 Jun deadline. Everything prepared — do not improvise.	[]
30 Jun	EOFY CLOSE	Hard Close	Final urgency email to all 4 segments 6am. Hard scarcity creative live. Cart abandoner final sequence. Final warning email 12hrs before midnight. Monitor every 3hrs. Midnight cutoff.	[]

Offer Architecture: The Foundation of EOFY

Before you launch a single ad, you must define your offer. The copy frameworks in this document assume you have a compelling reason for people to buy. **If your offer is weak, the best ads in the world will not save it.** This section will tell you exactly which offer structure to use based on your product, your margin, and your current AOV.

The rule: Your offer is not a discount. Your offer is the complete reason someone should buy from you right now instead of later. The discount is one tool inside the offer. Use the decision tree below to find yours.

Step 1: Know Your Numbers First

Before you choose your offer structure, you need two numbers. Without these, every decision below is a guess.

Number 1 — Your Gross Margin %

Gross Margin = (Revenue – COGS – Fulfilment Costs) ÷ Revenue × 100

If you sell a product for 100 AUD, it costs 25 AUD to make and 10 AUD to ship, your Gross Margin is 65%.

What is included in Gross Margin: The cost to manufacture or source the product (COGS) and the cost to pick, pack, and ship it (fulfilment). That is it.

What is NOT included in Gross Margin: Ad spend, platform fees, team costs, software subscriptions, or any other operating expense. Ad spend is accounted for separately through your Break-Even ROAS (see the section above). The Gross Margin number here is used purely to determine how much room you have to discount before you destroy your unit economics — it is a product-level number, not a business-level P&L.

Why this matters for the decision tree below: If your Gross Margin is 65% and you offer a 25% discount, your effective margin on that sale drops to approximately 40%. That is still healthy. If your Gross Margin is 28% and you offer a 25% discount, your effective margin drops to approximately 3% — before a single dollar of ad spend. That is why the decision tree branches differently based on your margin level.

Number 2 — Your Current AOV (Average Order Value)

Log into Shopify Analytics → Overview → Average Order Value. Write it down.

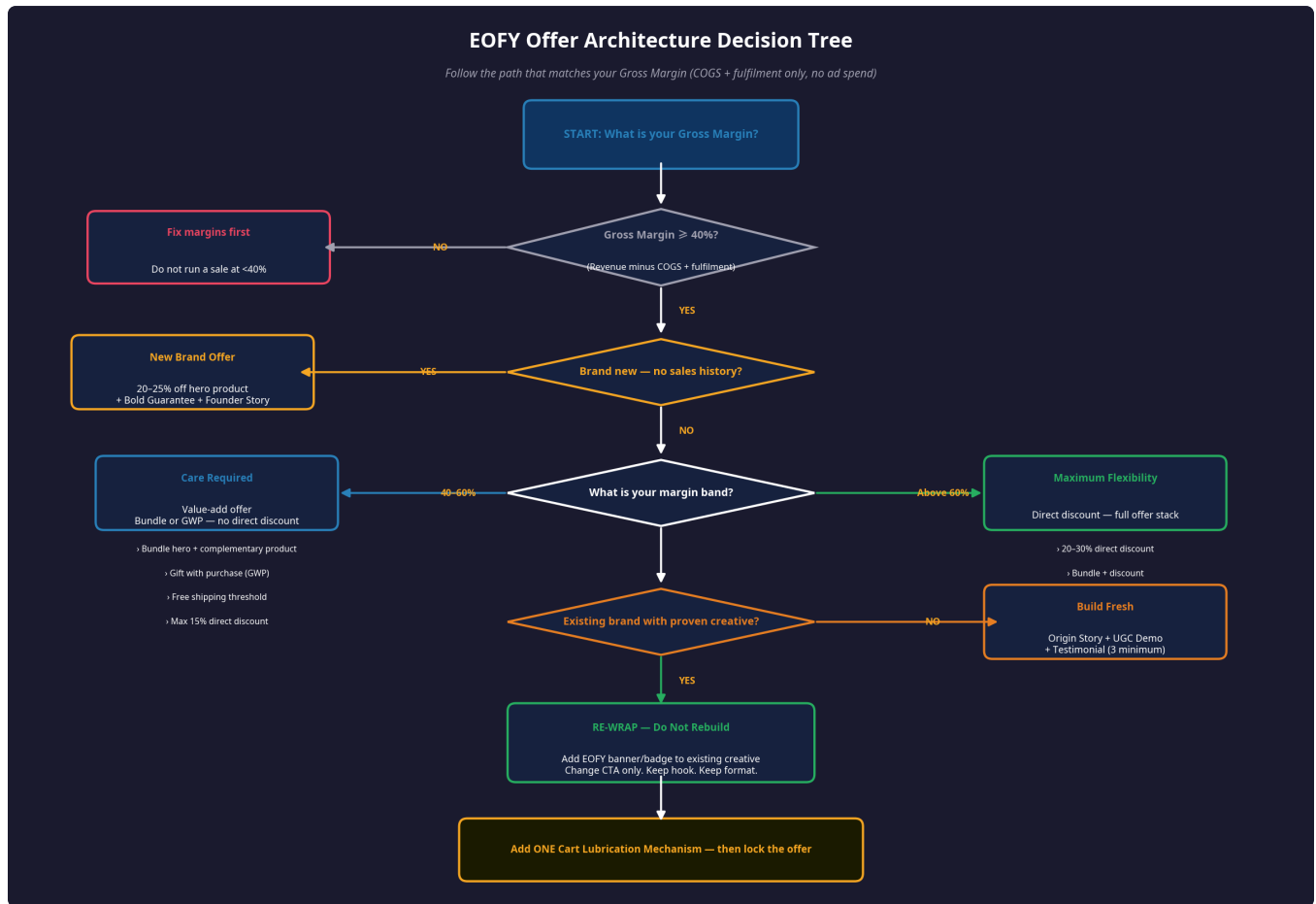
Write them here before continuing:

- **My Gross Margin** = _____% (COGS + fulfilment only, no ad spend)

- **My Current AOV** = _____

Step 2: The If/Then Offer Decision Tree

Find your situation below and follow the path to your offer structure.



A note on margin standards: This playbook is built for brands with a Gross Margin of 40% or above. If your Gross Margin is below 40%, the priority is to fix your product economics before running a major sale campaign — discounting into thin margins at volume is one of the fastest ways to destroy a brand. The decision tree below assumes you are operating within a healthy margin range.

IF YOUR GROSS MARGIN IS ABOVE 60%

THEN you have maximum flexibility. You can run a direct discount offer and still come out healthy.

Your Situation	Recommended Offer Structure	Why
Single hero product, simple range	Storewide 20–25% off	Easiest to execute, highest conversion rate, maximum clarity for cold traffic
Multiple products, want to protect accessories/upsell margin	Hero Product 25–30% off + full price accessories	Drives volume on your best-seller while protecting margin on everything else
Want to increase AOV while discounting	Tiered Spend Discount (e.g. spend 100 get 10% off, spend 180 get 20% off)	Forces AOV up while giving customers a reason to add more to cart
Large catalogue, want to move specific stock	Category Sale (e.g. 30% off all [Category])	Focuses attention, easier to creative-direct, protects full-price lines

Discount depth rule: 20–25% is the EOFY expectation. Under 15% will not move cold traffic. Over 35% trains customers to wait for sales and damages brand equity long-term.

IF YOUR GROSS MARGIN IS 40–60%

THEN a straight percentage discount requires care. A 25% discount on a 45% margin leaves you with 20% before ad spend. Use value-add structures to protect your margin while still creating a compelling reason to buy.

Your Situation	Recommended Offer Structure	Why
Physical product with accessories or complementary items	Bundle Offer — core product + bonus item at a combined price that feels like a deal	Increases perceived value without cutting into margin on your core product
Product that benefits from repeat purchase	Buy 2 Get 1 Free or Multi-pack discount	Increases units per transaction, improves margin per order, reduces future CAC
Product with a natural "gift" add-on	Free Gift with Purchase over a spend threshold	Raises AOV, creates perceived value, no direct margin hit on the core product
Service or digital component available	Bonus service (e.g. free express shipping, free personalisation, free setup call)	Zero COGS bonus that adds high perceived value

The threshold rule: Set your free gift or free shipping threshold at 15–20% above your current AOV. If your AOV is 85, set the threshold at 100. Watch your AOV climb to 105–115 automatically.

IF YOU ARE A BRAND NEW BRAND WITH NO SALES HISTORY

THEN your offer needs to do two jobs: convert AND build trust. Use this structure:

Element	What to Do
Core Offer	20–25% off your hero product — simple, clear, one product
Risk Reversal	See the guarantee framework below — do not use a generic money-back guarantee
Social Proof Substitute	Founder story — why you built this, who it is for, what problem it solves. This is your proof when you have no reviews yet.
Urgency	Hard deadline — EOFY ends 30 June midnight. This is real and non-negotiable. Use it.

The Guarantee Framework: Make Saying No Feel Stupid

A generic money-back guarantee does not build trust. It signals that you expect the product might not work. Every brand on the internet offers a 30-day refund. It is background noise.

The guarantee that converts — especially for a brand with no reviews — is one that names the specific outcome your product delivers, attaches a concrete timeframe or metric to it, and then makes the fallback so generous it feels almost unreasonable. The customer should read it and think: "There is literally no risk here. Why would I not try this?"

The model: Tuckley (an eCom Capital community brand) sells a bed-making system. Their guarantee is: "Reset your bed in 60 seconds — or we'll come make it for you."

That guarantee works because it does three things a generic refund policy never does:

1. It names the exact outcome the product promises (reset your bed in 60 seconds)
2. It attaches a specific, measurable metric to that outcome (60 seconds — not "quickly" or "easily")
3. The fallback is so absurdly generous it makes the risk feel non-existent (we will come to your house and make it ourselves)

The customer does not think about whether to trust the brand. They think: "If it doesn't work, they'll literally come fix it. What do I have to lose?"

How to build your version in 3 steps:

Step 1 — Name the specific outcome your product delivers.

Not "clean skin" — that is vague. Not "you'll love it" — that is empty. What is the one concrete, observable result your customer will experience? Write it in one sentence.

Step 2 — Attach a specific timeframe or metric.

How fast? How many uses? After how many nights? The more specific the number, the more credible the claim. Vague guarantees feel like marketing. Specific guarantees feel like confidence.

Step 3 — Make the fallback generous enough to feel unreasonable.

A full refund is the floor, not the ceiling. What could you offer that goes beyond the refund? A replacement and a refund? A free consultation? A personal follow-up from the founder? The fallback does not need to be expensive — it needs to feel like you are so confident in the product that you are willing to over-commit.

The formula:

"[Specific outcome] in [specific timeframe or number of uses] — or [generous, specific fallback]."

Brand Type	Outcome	Timeframe	Fallback	Finished Guarantee
Skincare / beauty	Remove a full face of makeup	One wipe	Full refund + free replacement pack	"One wipe. Full face. Or your money back and we'll send you a new pack on us."
Homewares / bedding	Make your bed look hotel-ready	60 seconds	Come make it for you (Tuckley model)	"Hotel-ready in 60 seconds — or we'll come make it for you."
Supplements / wellness	Feel a difference in energy	7 days	Full refund, keep the product	"Feel the difference in 7 days — or keep the product and get your money back."
Pet products	Your dog will love it	First use	Full refund, donate the product to a shelter	"Your dog will love it on the first use — or we'll refund you and donate your order to a shelter."
Fitness / equipment	Complete your first workout	Day 1	Full refund + free coaching session	"Finish your first workout — or we'll refund you and coach you through it personally."

The test: Read your guarantee out loud. If it sounds like something every other brand says, it is not good enough. If it makes you slightly nervous about the commitment you are making — that is the right level of boldness. That nervousness is what makes it credible to the customer.

BISOUS CASE STUDY: The Guarantee

Generic version (do not use this): "30-day money back guarantee, no questions asked."

Bisous version (use this):

"One cloth. One wipe. Full face of makeup — gone. If it doesn't work exactly like that on your first use, we will refund you in full and send you a replacement pack at no charge. You keep both."

Why this works for Bisous:

- It names the specific outcome (full face of makeup removed)
- It attaches a specific metric (one cloth, one wipe, first use)
- The fallback is generous enough to feel unreasonable (full refund AND a free replacement pack)
- The customer's only possible response is: "There is literally no risk. I either get clean skin or I get my money back and a free pack. Why would I not try this?"

This guarantee is also true — Bisous has 526 five-star reviews and zero lower. The confidence behind the guarantee is earned. That matters. A bold guarantee on a product that does not deliver destroys a brand. A bold guarantee on a product that consistently delivers is one of the most powerful conversion tools available.

IF YOU ARE CARRYING A MOTHER'S DAY OR MID-YEAR SALE INTO EOFY

THEN do not rebuild. Re-wrap.

What to Keep	What to Change
Offer structure (same discount depth or bundle)	Creative overlays and imagery — swap to EOFY language
Campaign settings and budget allocation	Email subject lines — swap to EOFY framing
Ad angles and copy frameworks	Urgency mechanism — update deadline to 30 June
Pixel audiences and retargeting pools	Any seasonal imagery (Mother's Day flowers, etc.)

The re-wrap rule: Your Pixel is warm. Your retargeting audiences are full. Your email list is engaged. Rebuilding from scratch throws all of that away. Change the skin. Keep the engine.

BISOUS CASE STUDY: The Offer Decision Tree in Action

Brand: Bisous (bisous.com.au) | **Founder:** Nejra | **Hero Product:** Bisous Cloth — Nude Pink (4 Pack)

Step 1 — The Numbers:

Bisous sells the Nude Pink 4 Pack at 62.62 AUD regular price. With a 40% sale price of 37.57 AUD, the gross margin on a premium nanofibre product (COGS + fulfilment only, no ad spend) sits comfortably in the 50–65% range. Current AOV is approximately 62 to 75 AUD (single pack to bundle).

Step 2 — The Decision Tree Branch:

Bisous falls into the **"IF your gross margin is above 60%"** branch AND the **"IF you are carrying a mid-year sale into EOFY"** branch simultaneously. The Autumn Sale (Buy 2 Get 1 Free + 40% off) is already live. There is no reason to rebuild.

Step 3 — The EOFY Offer:

Keep the exact same offer mechanics. The only changes are the wrapper:

What to Keep	What to Change
40% off + Buy 2 Get 1 Free structure	Creative overlays: swap "AUTUMN SALE" for "EOFY CLEARANCE"
Campaign settings and budget allocation	Email subject lines: swap to EOFY urgency framing
Ad angles and copy frameworks	Urgency mechanism: update deadline to 30 June midnight
Pixel audiences and retargeting pools	Any autumn-season imagery

The finished Bisous EOFY offer in one sentence:

"EOFY Clearance: 40% off the Bisous Nude Pink Cloth + Buy 2 Get 1 Free — ends 30 June midnight."

Why this works: Bisous already has 28,000 email subscribers and a 5-star review base of 526 reviews. The offer does not need to be reinvented. The warm audience, the proven mechanics, and the real urgency of the EOFY deadline are all the ingredients needed. Re-wrapping takes 2 hours. Rebuilding takes 2 weeks.

Step 3: Build Your Offer with AI

Once you know your offer structure from the decision tree above, use these prompts to build it out in full. These are from The Upgrade 2026 prompt library.

Prompt 1 — Build Your Complete EOFY Offer Stack

Paste this into Claude or ChatGPT:

COPY THIS PROMPT → PASTE INTO CHATGPT OR CLAUDE

Act as an elite eCommerce offer strategist. I need to build a complete, irresistible EOFY offer stack for my product. I want you to interview me to build it.

My Product: [Insert product name and description]

My Price Point: [Insert price or price range]

My Target Customer: [Insert who they are and what they want]

My Competitors: [Insert 2-3 competitors and their offers]

My Gross Margin: [Insert %]

My Current AOV: [Insert amount]

Please ask me questions, one at a time, to build out these 6 components: 1. CORE PRODUCT: Refine my product positioning for EOFY. 2. PRICE & TERMS: Optimal EOFY pricing structure based on my margin. 3. BONUSES: 3-5 bonuses that increase perceived value without destroying margin. 4. URGENCY & SCARCITY: Authentic urgency mechanisms tied to EOFY. 5. GUARANTEE: A guarantee that removes all risk for a first-time buyer. 6. STORY & PROOF: The proof stack I will use in ads and emails. Ask me the first question, wait for my response, and continue until all 6 are built. Then format this as a complete EOFY offer summary I can hand to my copywriter.

Prompt 2 — Audit Your Existing Offer Before You Launch

If you already have an offer and want to stress-test it before spending money on ads:

COPY THIS PROMPT → PASTE INTO CHATGPT OR CLAUDE

Act as a world-class Direct Response Marketer and Offer Architect. I want you to perform a brutal autopsy on my current EOFY offer.

Here is my current offer:

- *Core Product: [What are you selling?]*
- *Price: [What does it cost?]*
- *Discount or Value-Add: [What is the offer mechanism?]*
- *Bonuses: [What else do they get?]*
- *Urgency/Scarcity: [Why do they need to buy before 30 June?]*
- *Guarantee: [What is your risk reversal?]*
- *Story/Proof: [What is the core claim and proof?]*

Analyse this offer against the 6 Pillars of Offer Architecture. Score each pillar out of 5. Then give me specific, actionable recommendations on how to improve the lowest-scoring pillars to make this offer a no-brainer that people feel stupid saying no to.

Prompt 3 — Build Your AOV Ladder for EOFY

Use this to maximise the revenue from every single order during the sale:

COPY THIS PROMPT → PASTE INTO CHATGPT OR CLAUDE

Act as an eCommerce revenue optimisation expert. I need to design a complete AOV strategy for my EOFY sale. Interview me to build it.

My Product: [Insert core product and price]

My Current AOV: [Insert current AOV]

My Gross Margin: [Insert %]

My Niche: [Insert niche]

Please ask me questions, one at a time, to design my complete AOV ladder using these 4 mechanisms:

1. ONE-CLICK UPSELL: What should I offer immediately after purchase? 2. ORDER BUMP: What low-cost, no-brainer add-on should appear on the checkout page? 3. BUNDLES: Kit, Volume, and Add-on bundles that make sense for EOFY. 4. FREE SHIPPING THRESHOLD: What threshold should I set to push AOV up by 15-20%? Ask me about the upsell first, wait for my answer, and continue. Once finished, tell me the expected AOV lift, the implementation priority, and the one app I need to set it up on Shopify.

AOV Maximisation: Cart Lubrication

EOFY is a high-volume traffic event. You are paying for every click. The job of your cart is not to sell more things — it is to remove every reason a buyer might hesitate and convert the traffic you have already paid for.

The rule for EOFY: Do not add complexity to the cart during a sale. Decision fatigue is real. Every extra choice you put in front of a customer at checkout increases the probability they abandon. During a high-traffic sale event, the only thing you should be testing in the cart is one mechanism that makes buying feel easier, not harder.

The mechanism is Cart Lubrication — not an upsell.

Cart Lubrication is a single, low-friction gift or value-add that appears inside the cart experience. It is not a new product to buy. It is not a decision. It is something of genuine value that the customer receives automatically when they complete their order. Its job is to tip hesitant buyers over the line by making the purchase feel like an even better deal than it already is.

What Cart Lubrication looks like in practice:

Format	Example	Why It Works
A free digital resource	A skincare guide, a recipe book, a how-to PDF	Zero cost to deliver, high perceived value, removes the "is this worth it?" hesitation
A free physical sample	A travel-size version of a complementary product	Introduces a second SKU without asking the customer to choose or pay
Free express shipping	Automatically applied at checkout for EOFY orders	Removes the most common cart abandonment trigger
A handwritten note or gift card	"We packed this one ourselves. Enjoy."	Creates a moment of delight that drives reviews and repeat purchase

The rule: Pick one. Implement it before 1 June. Do not change it during the sale. Measure conversion rate before and after. That is your data point for the next campaign.

Why not order bumps, upsells, and free shipping thresholds all at once? Because stacking multiple new mechanisms during a sale introduces variables you cannot isolate, risks confusing the checkout flow, and can actively reduce conversion rate on the traffic you have already paid to acquire. EOFY is not the time to experiment with your cart architecture. It is the time to run the cleanest, most frictionless checkout you have ever had — with one well-chosen piece of Cart Lubrication to tip the fence-sitters over.

BISOUS CASE STUDY: Cart Lubrication

Brand: Bisous | **Hero Product:** Nude Pink 4-Pack | **Cart Lubrication Mechanism:** Free Skincare Guide

Bisous' ICP — women aged 44–58 who care about their skin and the environment — is exactly the customer who hesitates at checkout. She is thoughtful. She researches. She wants to feel confident before she buys.

The Cart Lubrication for Bisous is a free downloadable PDF: **"The Chemical-Free Skincare Starter Guide"** — a short, beautifully designed guide covering the top 5 chemicals to avoid in skincare products, how to transition to a chemical-free routine, and how to use the Bisous Cloth as the foundation of that routine.

It costs nothing to deliver. It has high perceived value for the ICP. And it reinforces the exact reason she is buying — she wants to take better care of her skin without harsh chemicals.

How to implement on Shopify: Add a line to the cart page and checkout confirmation: "Your order includes a free copy of The Chemical-Free Skincare Starter Guide — delivered to your inbox with your order confirmation." Use a Klaviyo post-purchase flow to deliver the PDF automatically.

What to measure: Conversion rate from Add to Cart to Purchase, before and after implementation. If it moves up, keep it. If it is neutral, it still adds value to the customer experience at zero cost.

The System of Ideas: How to Build 50 Creatives from 1 Insight

Meta presented a framework for scaling creative volume efficiently using AI. This is the engine that powers the Intermediate and Expert tiers.

The Formula: 1 Insight × 10 Angles × 5 Variations = 50 Creative Briefs

Run It Now (The AI Prompts)

Important: These prompts are adapted directly from the creative framework Meta presented at their in-person HQ event. They are built on Meta's own understanding of how their algorithm scores and rewards creative — which means using them gives you the best possible foundation for building ad angles that the platform is already optimised to amplify. This is not generic marketing advice. This is the methodology Meta uses internally to brief winning creative.

Copy and paste these exact prompts into ChatGPT or Claude to build your creative matrix.

Stage 1: Mine Your Insight

"I sell [Product] to [Target Audience]. Research the top frustrations, desires, and unmet needs this audience has. Give me the full insights and a concise summary at the end following this format: [Audience] wants [desire] but struggles with [barrier], which creates an opportunity to [angle]. What are the top 5 messaging angles that are underexplored in advertising for this category? Write in plain language."

Stage 2: Multiply Your Angles

"I sell [Product] to [Target Audience]. Here is my core insight: [Insert Insight from Stage 1]. Generate 10 distinct creative angles for Meta ads, each using a different combination of emotional tone, customer lens, and storytelling format. I want it concise in a table format with columns for Angle Name, Hook, Tone, and Target Audience. One row for one angle."

Stage 3: Diversify Your Variations

"You are a Meta ads creative strategist. Take the [Insert 1 Angle Name] angle and create 5 distinct variations of this angle. For each variation, change ONLY ONE lever at a time: 1. Length (make it 6s or 30s) 2. Tone (shift to serious, playful, etc.) 3. CTA (swap to urgency, curiosity, or offer) 4. Audience (target a specific demographic slice) 5. Format (change to carousel, static, UGC, etc.). Return a table with columns: Lever, Variation, Hook, Tone, and Target. One row per variation."

BISOUS CASE STUDY: System of Ideas in Action

Brand: Bisous | **Product:** Bisous Cloth — Nude Pink 4-Pack | **ICP:** Women aged 44–58, eco-conscious, want clear skin without harsh chemicals

Stage 1 — The Core Insight:

Women aged 44–58 want clear, healthy skin without harsh chemicals, but they have been conditioned to believe that effective makeup removal requires products — cleansers, toners, micellar water. The real insight is that the chemicals in those products are often the cause of the breakouts and irritation they are trying to fix. The opportunity is to reframe the Bisous Cloth not as a makeup remover, but as the thing that finally lets their skin breathe.

Stage 2 — The 10 Angles:

Angle Name	Hook	Tone	Target Audience
The Chemical Confession	"Your cleanser might be causing your breakouts."	Educational, confronting	Women with sensitive or acne-prone skin
The One-Wipe Proof	"Watch me remove a full face of makeup with just warm water."	Demo, practical	Sceptics who don't believe it works
The Founder Story	"I spent two years building the product I couldn't find."	Personal, emotional	Women who value brand authenticity
The 526 Reviews	"526 women gave this 5 stars. Not one gave it less."	Social proof, authority	Fence-sitters who need validation
The Sustainability Angle	"Stop throwing away 365 makeup wipes a year."	Eco-conscious, values-led	Environmentally aware women
The Skin Transformation	"My skin has vastly improved since switching to Bisous."	Testimonial, aspirational	Women who have tried everything else
The Cost Comparison	"You spend hundreds on wipes every year. This cloth lasts years."	Rational, value-focused	Price-conscious buyers
The Waterproof Challenge	"Can it remove waterproof mascara? Let's find out."	Challenge, curiosity	Women with heavy or waterproof makeup routines
The EOFY Urgency	"40% off ends 30 June midnight. This is the lowest price all year."	Urgency, scarcity	Warm audiences already aware of the brand
The Routine Upgrade	"What if your nighttime routine took 30 seconds and left your skin glowing?"	Aspirational, lifestyle	Women looking to simplify their routine

Stage 3 – The Variation (using the top-performing angle: "The One-Wipe Proof"):

Lever	Variation	Hook	Tone	Target
Length	6-second cut	"One wipe. Full face. Just water."	Punchy, visual	Broad cold audience
Tone	Serious version	"I was sceptical. Then I tried it."	Earnest, credible	Sceptical women 44–58
CTA	Urgency CTA	"Watch this — then grab yours for 40% off before 30 June."	Urgency	Warm retargeting audience
Audience	Younger slice	"My mum showed me this. Now I use it too."	Relatable, generational	Women 28–40 who buy for their mothers
Format	Static image	Before/After split with overlay: "One cloth. Just water. 526 five-star reviews."	Visual proof	Feed placement, cold audience

TIER 1: ENTRY LEVEL

Who it's for: Brand new brands, first major campaign, limited budget, no existing audience, doing everything themselves.

The single goal: Build a structurally sound foundation that allows Meta's AI to find your first buyers without wasting money on complex setups.

Budget Reality Check

- **Minimum viable budget:** 30 to 50 AUD per day.
- **If you have less than 30/day:** Do not run Phase 1 for 6 weeks. Compress the timeline. Run Phase 1 for 2 weeks, Phase 2 for 1 week, and concentrate your spend into the Phase 3 sale period.

Campaign Structure & Timeline

At the entry level, your audience is small, your Pixel is thin, and your creative library is being built from scratch. Running a 6-week campaign at this stage means spending the first 4 weeks talking to people who have never heard of you, with almost no retargeting pool to show for it. **Your total campaign window is 2 weeks.** Use it surgically — every dollar goes toward the sale period, not a drawn-out warm-up.

Pre-Campaign Non-Negotiable: Before launching a single ad, your Meta Catalogue must be set up with a minimum 90% match rate by connecting your product catalogue to your Pixel or Conversions API. Without this, Meta cannot do its job [1].

Prep (2 weeks before 1 June)

The goal is simple: lock your offer, shoot your creatives, and get your email sequence built. Set up one Meta campaign — broad targeting, no interests, no lookalikes. Launch all 5 creatives in a single ad set and let Meta find the winner. Do not optimise for lead gen. Your job is to identify which creative angle resonates before the sale opens.

Sale Period (1 June — 30 June)

This is where all of your budget is concentrated. The sequence is non-negotiable: email your VIP list first, then your full list, then run proven creative to cold audiences via ads. Every week of the sale, escalate urgency and scarcity. Do not add complexity — the offer and the urgency loop are the only levers that matter at this stage. If you have budget constraints, protect the sale period at all costs and cut the prep window short.

Sale Period Rules of Engagement (Do Not Touch):

1. The learning phase takes 7 days or 50 conversion events.
2. Performance will fluctuate wildly during this time. Do not panic and turn the ads off.
3. If you need to scale a winning ad, increase the budget by NO MORE than 20% every 48 hours. Any more will reset the learning phase and destroy your momentum.

The First Date Checklist — Minimum Creative Requirements

Requirement	Standard
Number of creatives	5 visually distinct assets (not 5 variations of the same image)
Video formats	9:16 (Reels/Stories) + 4:5 or 1:1 (Feed)
Static format	4:5 or 1:1

Shoot It Right (Entry-Level Execution):

- * Use **CapCut** (free mobile app) to edit your videos. It automatically exports in the correct formats.
- * "9:16" means holding your phone vertically, like you are shooting a TikTok.
- * **The #1 mistake:** A 60-second video of you talking with no captions and no hook in the first 3 seconds. The viewer will scroll past instantly.

Ad Angles & Creative Direction

Angle 1 — The Origin Story (Video, Prep Week)

The hook is personal: "I started [Brand] because I was sick of [Frustration]." Shoot face-to-camera with product b-roll cut in. Keep it under 60 seconds.

Angle 2 — The UGC Demo (Video, All Periods)

The hook is practical: "Here is exactly how I use [Product] every morning." Shoot it on an iPhone, unpolished, in a real environment. The rawness is the point.

Angle 3 — The Testimonial (Static, Launch Week)

Place a customer quote as the headline over a clean product shot. Hook: "[Customer quote about specific benefit]."

Angle 4 — The Problem/Solution (Video, Prep and Launch)

Hook: "Struggling with [Problem]? This is the fix." Use a split screen or fast-cut format — problem on the left, solution on the right.

Angle 5 — The Pure Offer (Static, Sale Period only)

Hook: "EOFY Sale: 20% Off. Ends Midnight." High contrast, simple, unmissable. Just the product, the discount, and the deadline.

BISOUS CASE STUDY: The 5 Ad Angles (Tier 1 — Entry)

Brand: Bisous | **Founder:** Nejra | **ICP:** Women aged 44–58, eco-conscious, want clear skin without harsh chemicals

Angle 1 — The Origin Story (Video)

Hook: "I spent two years trying to find a makeup remover that didn't irritate my skin. I couldn't find one. So I built it."

Nejra speaks face-to-camera in a clean bathroom setting. She explains how chemical cleansers caused her breakouts and why she created a nanofibre cloth that only needs warm water. Cut to b-roll of the cloth in use.

Close: "For EOFY, you can try it for 40% off. Ends 30 June."

Angle 2 — The UGC Demo (Video)

Hook: "Watch how easily this removes a full face of waterproof makeup using just warm water."

Shot on iPhone in a real bathroom. A woman in her 40s or 50s demonstrates wetting the Bisous cloth and wiping off half her face in a single gentle motion. She shows the dirty cloth and her clean, glowing skin. "No cleanser. No toner. Just water. It's 40% off right now for EOFY — grab a 4-Pack before they sell out."

Angle 3 — The Testimonial (Static)

Visual: Split screen — Before (full makeup) and After (clean, glowing skin).

Overlay Text: "Literally the only thing that will clear my full face of makeup." — Shannan V.

Body copy: 526 women. 5 stars. Zero exceptions. Chemical-free, completely reusable, and gentle enough for sensitive skin. EOFY Sale: 40% off today.

Angle 4 — The Problem/Solution (Video)

Hook: "Still using makeup wipes that leave your skin feeling dry and irritated? This is the fix."

Fast-cut format: Left side shows a woman grimacing at harsh chemical wipes. Right side shows her using the Bisous cloth with just water, looking relaxed and refreshed. "Chemical-free. Completely reusable. Reduces acne. And it's 40% off for EOFY."

Angle 5 — The Pure Offer (Static, Sale Period)

Visual: High-contrast flat lay of the Bisous Nude Pink 4-Pack on a clean white surface.

Overlay Text: "EOFY CLEARANCE: 40% OFF + BUY 2 GET 1 FREE. ENDS 30 JUNE MIDNIGHT."

No body copy needed. The offer is the ad.

Copy Frameworks

The Value-First Framework (Prep and Launch)

Line 1 (Hook): Call out the specific outcome they want.

Line 2 (Bridge): Explain why your product delivers that outcome better, faster, or cheaper than the alternative.

Line 3 (Proof): Drop a quick stat, review quote, or specific result.

Line 4 (CTA): Tell them exactly what to do next.

The Urgency Framework (Sale Period)

Line 1 (The Offer): EOFY Sale is LIVE — get [X]% off [Product].

Line 2 (The Scarcity): We only have [Y] units allocated for this sale. Once they are gone, full price returns.

Line 3 (The CTA): Click here to claim yours before we sell out.

BISOUS CASE STUDY: Copy Frameworks (Tier 1 — Entry)

The Value-First Framework — Bisous Version (Prep and Launch)

Line 1 (Hook): Wake up to clearer skin without a single chemical touching your face.

Line 2 (Bridge): The Bisous nanofibre cloth removes a full face of makeup with just warm water — no cleanser, no toner, no irritation. 526 women have given it 5 stars. Not one has given it less.

Line 3 (Proof): "Bisous absolutely transformed my routine. My skin has vastly improved since using these cloths."
— Carly A.

Line 4 (CTA): Get the Nude Pink 4-Pack for 40% off during our EOFY Clearance. Ends 30 June.

The Urgency Framework — Bisous Version (Sale Period)

Line 1 (The Offer): EOFY Clearance is LIVE — get 40% off the Bisous Nude Pink 4-Pack.

Line 2 (The Scarcity): We have a limited number of 4-Packs allocated for this sale. Once they are gone, full price returns and we will not restock until August.

Line 3 (The CTA): Click here to claim yours before we sell out.



TWO SEPARATE EMAIL PHASES — READ THIS FIRST

There are two completely different email jobs during EOFY. Confusing them is one of the most common mistakes brands make.

Phase 1 — Lead-Up Emails (Pre-Sale Hype): These emails run before the sale opens. Their job is to warm the list, build anticipation, and prime your audience to buy the moment the sale goes live. They are sent in the days leading up to 1 June. They do not contain the live offer — they tease it. These are the Teaser, VIP Early Access, and Re-engagement emails in the templates below.

Phase 2 — Campaign Emails (Live Sale Cadence): These emails run during the sale, from 1 June to 30 June. Their job is to convert. They use the JJRH rolling weekly structure — value and proof early in the week, hard urgency and scarcity on Friday and Saturday. These are the Public Launch, Social Proof, Final Warning, and all JJRH emails.

The templates in this section are labelled clearly. Do not send a Lead-Up email during the sale. Do not send a Campaign email before the sale opens.

Phase 2 — Live Campaign Emails: The Jab, Jab, Jab, Right Hook (JJRH) Weekly Cadence

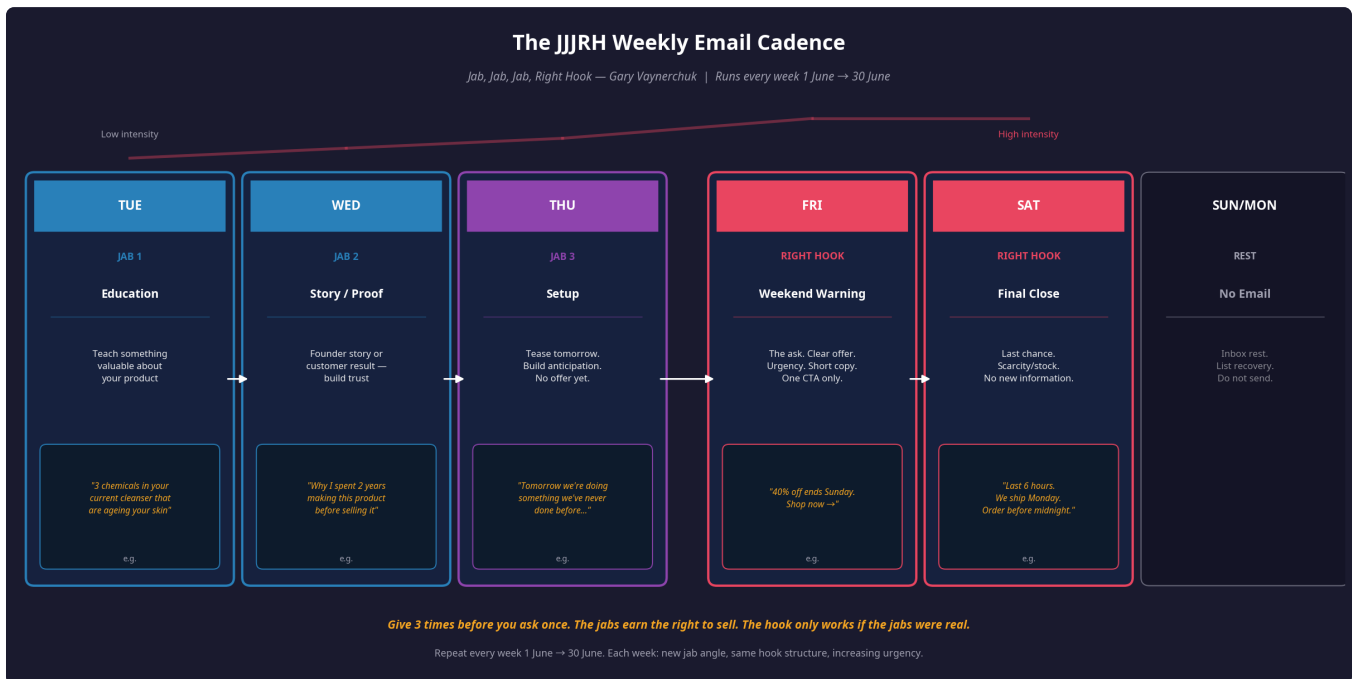
EOFY is a month-long event. If you send "Buy Now 40% Off" emails every day for four weeks, you will burn your list, trigger spam filters, and exhaust your audience before the 30 June deadline even arrives.

To maintain engagement and drive conversions over a multi-week sale, you must use a rolling weekly cadence based on Gary Vaynerchuk's Jab, Jab, Jab, Right Hook concept.

The concept is simple: A "Jab" is value. It gives to the customer without asking for a sale — education, entertainment, founder story, social proof. A "Right Hook" is the ask. It demands action — urgency, scarcity, hard offer. During EOFY, you run a weekly cycle that starts soft and ends hard. As you get closer to 30 June, the intensity of the hooks increases.

The Weekly Rolling Cadence

This is the exact send schedule you run every week during the EOFY sale period.

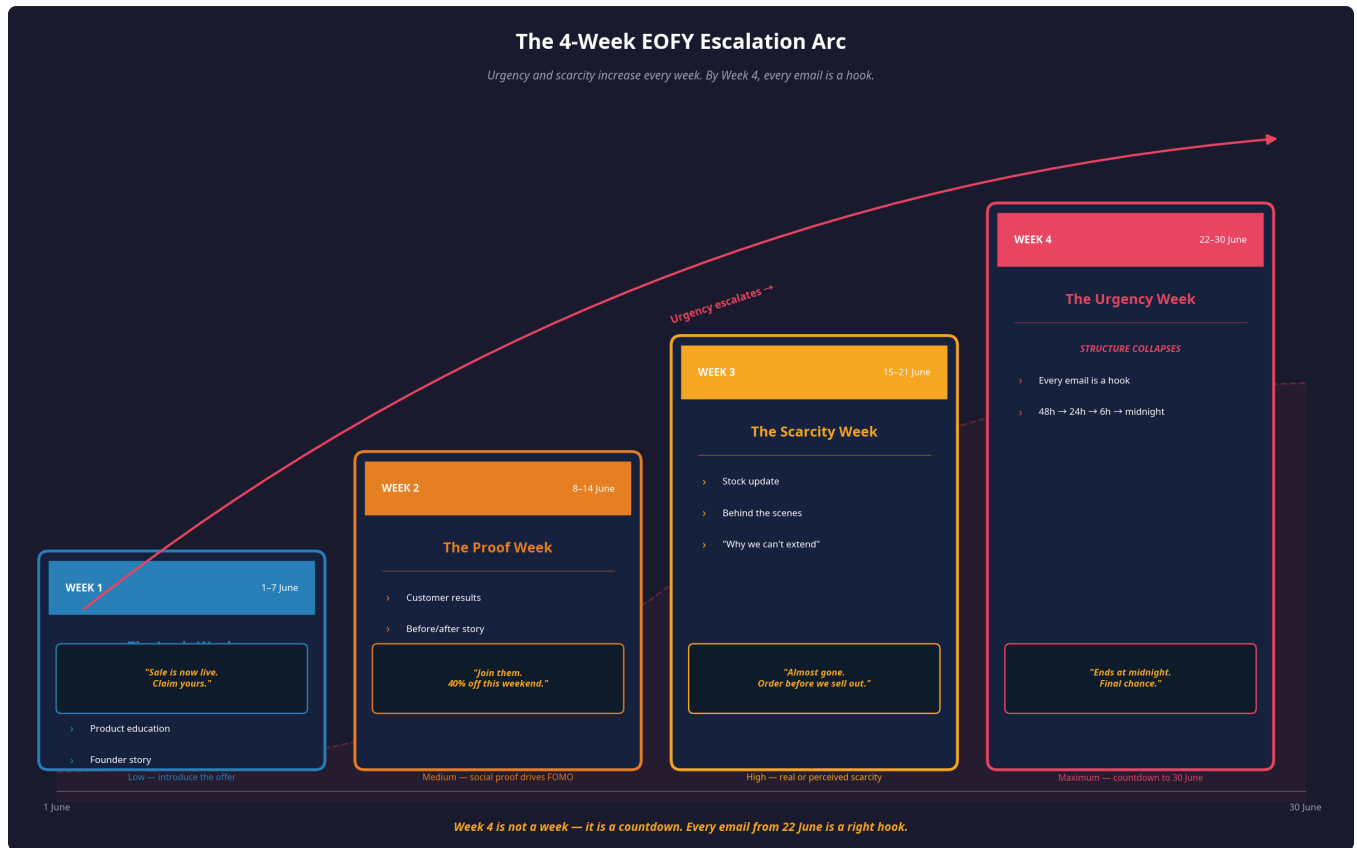


Day	Email Type	The Goal	What It Looks Like
Tuesday	Jab 1 — Value/ Education	Warm the list, build trust, stay top of mind	"3 ways to [solve problem]." No hard sell. Soft link to the sale at the bottom.
Wednesday	Jab 2 — Proof/ Story	Validate the product, handle objections	A customer review, a founder behind-the-scenes, or a before/after result. Soft link to the sale.
Thursday	Jab 3 — The Setup	Transition from value to the offer	"Why this matters right now." Remind them the EOFY sale is running and stock is moving.
Friday	Right Hook 1 — The Ask	Drive the conversion	"Weekend Warning." Hard scarcity. Clear offer. Big button. "Do not miss this."
Saturday	Right Hook 2 — The Close	Capture the fence-sitters	"Ends tomorrow night." Final push for the week's specific angle.
Sunday/ Monday	Rest	Let the list breathe	Do not send. Prepare the next week's angle.

Why Tuesday to Saturday? Monday is the highest unsubscribe day of the week — people are clearing inboxes. Tuesday is the highest open rate day. Starting on Tuesday gives you the best chance of being read. Ending on Saturday captures the weekend browsing window before the list rests on Sunday.

How the Weekly Theme Scales Through June

You run this JJRH cycle every week, but the theme of the week changes to match where you are in the campaign. Each week the jabs change angle. The hooks get harder.



Week	Theme	Jab 1	Jab 2	Jab 3	Hook
Week 1 (Early June)	The Logic Week	Product education — how it works	The science or story behind the product	"The sale is live — here is what you get"	"Sale is now live. Claim yours."
Week 2 (Mid June)	The Proof Week	Customer review spotlight	Founder story or behind-the-scenes	"Hundreds of women are making the switch"	"Join them. 40% off this weekend only."
Week 3 (Late June)	The Scarcity Week	Stock update — popular sizes moving fast	UGC or creator content showing results	"We are running low on [Hero Product]"	"Almost gone. Order before we sell out."
Week 4 (Final 48hrs)	The Urgency Week	"48 hours left" — compress the cadence	"24 hours left" — every email is a hook	"Tonight is the last chance"	"Ends midnight. This is it."

The Week 4 rule: In the final 48 hours, the JJRH structure collapses. You do not have time for jabs. You send one email at 48 hours out, one at 24 hours, one at 6 hours, and one at midnight. Every single one is a right hook. The urgency is real — EOFY ends at midnight 30 June. Use it.

The 4 Job Angles — What to Write Each Week

Every job needs a different angle so the list does not feel like they are reading the same email twice. Rotate through these four job types across the four weeks:

Jab Type 1 — The Education Job

Teach the customer something genuinely useful about the problem your product solves. No selling. No offer. Just value. The only link is a soft P.S. at the bottom pointing to the sale. This is the email that earns you the right to sell on Friday.

Jab Type 2 — The Proof Job

Let a customer do the selling for you. Screenshot a 5-star review. Share a before/after. Quote a DM you received. The email is almost entirely the customer's words, not yours. Your only job is to frame it briefly at the top and add a soft link at the bottom.

Jab Type 3 — The Story Job

Founder story, product origin, or a behind-the-scenes look at how the product is made. This is the most personal email you will send. Write it in plain text, no images, as if you are emailing a friend. These emails consistently outperform designed HTML emails for open rate and click rate because they feel human.

Jab Type 4 — The Setup Job

This is Thursday's email — the bridge between value and the ask. It acknowledges the sale is running, references the urgency without hammering it, and plants the seed for Friday's hook. Something like: "I know you have probably seen our EOFY sale running this week. I wanted to share something before the weekend that might help you decide." Then deliver a piece of value. End with a medium-strength CTA.

The Right Hook — What to Write on Friday and Saturday

The hook email has one job: get the click. Everything else is secondary.

Friday's Hook — The Weekend Warning

Subject line formula: [Urgency signal]: [What they will miss]

Examples: "⚠️ Weekend Warning: [Product] is moving fast" or "Last chance before the weekend shipping run"

Body structure:

1. One line of context — why you are emailing right now
2. The offer restated clearly — what they get, what the price is, when it ends
3. One piece of social proof or scarcity — a review quote or a stock number
4. One big, clear CTA button — no secondary links

Saturday's Hook — The Close

Subject line formula: [Deadline]: [Consequence of missing it]

Examples: "Ends tomorrow night" or "We are packing orders in the morning"

Body structure:

1. Short. Three to five lines maximum.
2. Restate the deadline — specific time, specific date
3. Restate the offer — one sentence
4. One CTA — same as Friday

The rule on length: Jab emails can be long — story, proof, and education benefit from depth. Hook emails must be short. If your Friday email takes more than 30 seconds to read, it is too long. The reader should be able to see the CTA button without scrolling.

BISOUS CASE STUDY: The JJRH Cadence in Full (Week 2 — The Proof Week)

Tuesday (Jab 1 — Education)

Subject: The 3 chemicals hiding in your bathroom cabinet

Body: A pure value email breaking down the three most common harsh chemicals found in standard makeup wipes — parabens, sodium lauryl sulphate, and synthetic fragrance — and what each one does to sensitive skin. No hard sell. The email ends with: "P.S. Our EOFY Clearance is still running — 40% off the Bisous Cloth. If you have been thinking about making the switch, now is a good time. [LINK]"

Wednesday (Jab 2 — Story)

Subject: Why I threw away my \$80 cleanser

Body: Nejra's founder story. A plain-text email about her struggle with sensitive skin and why she spent two years developing the nanofibre cloth. Written as if she is emailing a friend. No images. Ends with: "The Bisous Cloth is the product I wish I had ten years ago. It is 40% off this month only. [LINK]"

Thursday (Jab 3 — The Setup)

Subject: "I literally threw out all my wipes..."

Body: A screenshot of a 5-star review from Shannan V.: "I literally threw out all my wipes and cleansers after trying Bisous. My skin has never been clearer." A short note from Nejra: "We have had hundreds of messages like this one this month. If you have been on the fence, I wanted you to see what other women are saying before the weekend." Medium-strength CTA: "The EOFY 40% Off Sale ends 30 June. See what all the fuss is about. [LINK]"

Friday (Right Hook 1 — The Ask)

Subject: ⚠️ Weekend Warning: Nude Pink is moving fast

Body: The EOFY Clearance is running and the Nude Pink 4-Pack is our fastest-moving item. We have a limited number allocated for this sale. Once they are gone, full price returns and we will not restock until August. 40% off + Buy 2 Get 1 Free. Ends 30 June midnight. [CLAIM YOUR 40% OFF NOW — button]

Saturday (Right Hook 2 — The Close)

Subject: We are packing orders tomorrow morning

Body: Short and direct. "We are packing orders tomorrow morning for Monday delivery. Order tonight to get yours in the first run. 40% off the Bisous Nude Pink Cloth — ends 30 June. [SHOP THE EOFY SALE — button]"

Why this works: Nejra earns the right to sell on Friday by giving value on Tuesday and Wednesday. The list does not feel sold to — they feel informed. When the hook arrives on Friday, it does not feel like an interruption. It feels like a natural next step.

Phase 1 — Lead-Up Email Templates (Send: Before 1 June — Pre-Sale Hype)

What these emails do: These are sent before the sale opens. Their job is to warm the list, create anticipation, and make sure your audience knows the sale is coming so they are ready to buy the moment it goes live. Do not include the live offer link yet — tease it.

Email Setup Note: To run this sequence, you need an email platform (Klaviyo is the standard for Shopify). Import your existing customer list and any email subscribers you already have — this is your list. You do not need to run a lead gen campaign to build it. If you have fewer than 100 subscribers, focus on getting the ads right first and treat email as a secondary channel until the list grows.

How to use these templates: These emails are written as frameworks, not finished copy. The fastest way to make them your own is to copy the full email template below, paste it into your LLM of choice (ChatGPT, Claude, or similar), and use the prompt below to adapt it to your brand and customer:

"Rewrite this email in the voice of [Your Brand]. My ideal customer is [describe your ICP — age, gender, lifestyle, problem they have]. Keep the structure and urgency intact but make the language feel natural and on-brand. Here is the template: [paste email]."

These templates are deliberately open-ended so your LLM can mould them to your specific product, audience, and tone. Do not send them word-for-word — run them through your LLM first and make them yours.

 **LEAD-UP EMAIL — Email 1 — The Early Access VIP** (Send: 24 hours before public launch — Pre-Sale)

Subject: 🤩 VIP ONLY: Your EOFY Early Access is here.

Body: You are on this list because you wanted first access. The public sale starts tomorrow, but your VIP link is active right now. We have limited stock of [Hero Product], and VIPs usually clear it out. Click here to shop the sale before anyone else: [LINK]

Phase 2 — Live Campaign Email Templates (Send: 1 June to 30 June — During the Sale)

What these emails do: These are sent during the live EOFY sale. Their job is to convert. Use the JJRH weekly cadence above to structure when each email type goes out. The Public Launch fires on Day 1. The Final Warning fires in the last 12 hours. Everything in between follows the weekly rolling structure.

 **CAMPAIGN EMAIL — Email 2 — The Public Launch** (Send: Morning of 1 June — Sale Opens)

Subject: It's LIVE. The [Brand] EOFY Sale.

Body: The doors are open. Get [Offer] across the entire store. No code needed — the discount is automatically applied at checkout. Shop the sale here: [LINK]

 **CAMPAIGN EMAIL — Email 3 — The Final Warning** (Send: 12 hours before sale ends — 30 June)

Subject: Closing tonight (Don't miss this)

Body: This is it. At midnight tonight, the EOFY sale ends and prices go back to normal. If you have been sitting on the fence about [Product], this is the lowest price it will be all year. Click here to grab yours before the timer hits zero: [LINK]

BISOUS CASE STUDY: Email Sequence (Tier 1 — Entry)

Email 1 — The VIP Early Access (Send: 6am on 1 June to past customers)

Subject: You get first pick — EOFY Clearance is open.

Body: Hi [Name], it's Nejra. Our EOFY Clearance is officially open — and you are getting access before anyone else. 40% off the Bisous Nude Pink 4-Pack, plus Buy 2 Get 1 Free. Our Nude Pink sells out every time we run a sale. This is your window. Shop your early access here: [LINK]

Email 2 — The Public Launch (Send: 9am on 1 June to full list)

Subject: The Bisous EOFY Clearance is LIVE.

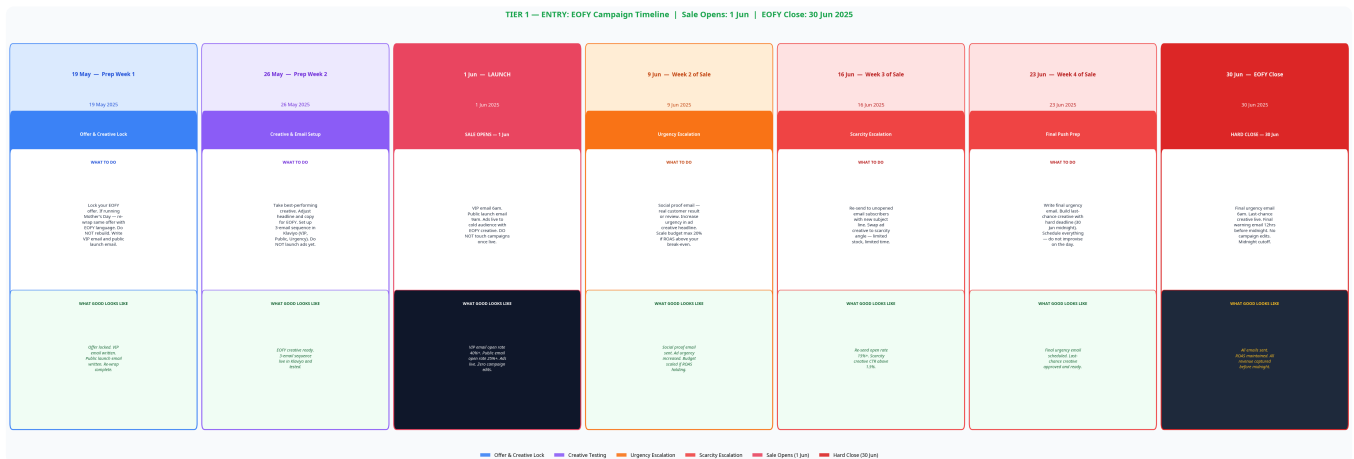
Body: It's open. 40% off the Bisous Nude Pink Cloth — plus Buy 2 Get 1 Free on all bundles. No code needed. The discount applies automatically at checkout. This is the lowest price we will offer all year, and it ends 30 June midnight. Shop here: [LINK]

Email 3 — The Final Warning (Send: 12 hours before 30 June midnight)

Subject: Closing tonight. Last chance for 40% off.

Body: At midnight tonight, the EOFY Clearance ends and the Bisous Cloth goes back to full price. If you have been thinking about it — this is the moment. 526 women have given it 5 stars. Not one has given it less. "Bisous absolutely transformed my routine. My skin has vastly improved." — Carly A. Click here to grab yours before the timer hits zero: [LINK]

Tier 1 Campaign Timeline



Tier 1 — Week-by-Week Breakdown

19 MAY — PREP WEEK 1 | OFFER & CREATIVE LOCK

Your job this week: Get your offer locked, your creatives shot, and your campaign live. Nothing else matters until this is done.

Task checklist:

- [] Write your EOFY offer in one sentence: what is the product, what is the discount or bonus, and when does it end
- [] Confirm your Pixel is firing correctly on View Content, Add to Cart, and Purchase
- [] Shoot 5 creatives minimum — one of each type: Founder Origin Story, Price-Focused, Lifestyle, UGC/Demo, Testimonial
- [] Set up one Meta campaign — Traffic objective, broad targeting, no interest stacking, no audience restrictions
- [] Launch all 5 creatives in a single ad set — let Meta find the winner
- [] Set your daily budget and do not touch it for at least 3 days

Rules for this week:

- Do not kill any creative before it has 3 days of data and at least 1,000 impressions
- Do not add interests or narrow the audience — broad is faster to learn at this budget level
- Do not optimise for Purchase yet — Traffic objective builds the Pixel data you need for next week

What good looks like:

- CPC under \$1.50
- All 5 creatives live and delivering
- Pixel firing on View Content events
- One creative beginning to pull ahead on CTR or CPC

AI prompt to use this week:

Paste this into ChatGPT or Claude to generate your 5 creative hooks:

"I sell [Product] for [ICP description]. I am running a 2-week EOFY sale with [Offer]. Write me 5 different ad hooks — one for each of these angles: (1) Founder Origin Story, (2) Price-Focused urgency, (3) Lifestyle aspiration, (4) UGC-style demo, (5) Customer testimonial. Each hook should be under 3 sentences and designed for a 9:16 video or static image ad."

26 MAY — PREP WEEK 2 | CREATIVE TEST & EMAIL BUILD

Your job this week: Identify the single best-performing creative from Week 1 and build your complete email sequence. Everything must be ready before 1 June.

Task checklist:

- [] Review Week 1 creative performance — identify the 1 creative with the lowest CPC or highest CTR
- [] Shift all budget to the winning creative — pause the underperformers
- [] Import your existing customer list and email subscribers into Klaviyo
- [] Build your 3-email VIP sequence: Email 1 (VIP early access), Email 2 (social proof + reminder), Email 3 (final warning 12hrs before close)
- [] Test all three emails — send yourself a test, check links, check formatting on mobile
- [] Schedule Email 1 to send at 6am on 1 June to your VIP segment (past customers)
- [] Schedule Email 2 to send at 9am on 1 June to your full list

Rules for this week:

- Do not launch a lead gen campaign — your existing list is your asset, use it
- Do not change the winning creative — let it keep running
- Do not send any emails yet — everything fires on 1 June when the sale opens

What good looks like:

- 1 clear winning creative identified
- All 3 emails written, tested, and scheduled
- VIP email scheduled for 6am on 1 June
- Full list email scheduled for 9am on 1 June

AI prompt to use this week:

Paste this into your LLM to write your VIP early access email:

"Write a VIP early access email for my EOFY sale. My brand is [Brand Name]. My product is [Product]. My offer is [Offer details]. The tone should be [casual/premium/energetic — choose one]. The email should feel exclusive, like the reader is getting access before everyone else. Include a subject line, a short body (under 150 words), and a clear CTA button. Do not use generic phrases like 'exciting news' or 'we are thrilled'."

1 JUN — SALE OPENS | LAUNCH

Your job today: Go live, send your emails in sequence, and do not touch the campaigns. The algorithm needs time to optimise — interference kills performance.

Task checklist:

- [] Switch your campaign creative to your sale-specific creative (static image with clear offer text overlay)
- [] Send VIP email at 6am — subject line should reference exclusivity and the deadline
- [] Send public launch email at 9am — this goes to your full list
- [] Switch campaign objective to Conversions (Purchase) if you have 50+ Purchase events on Pixel; otherwise keep Traffic
- [] Set a campaign end date of 30 June so it does not run past EOFY
- [] Monitor ROAS every 24hrs — do not check more frequently than this

Rules for this week (critical):

- **Do not edit the campaign for at least 7 days after launch** — any significant change resets the learning phase
- Do not add new creatives mid-sale unless CTR has dropped below 0.5% for 3 consecutive days
- Do not change the budget by more than 20% in a single adjustment
- If ROAS drops below your break—even for 48hrs, pause and reassess — do not keep spending into a loss

What good looks like:

- ROAS above your break—even ROAS within 48hrs of launch
- Email open rate above 30%
- Zero campaign edits during the learning phase
- Sales coming in within the first 24hrs

16 JUN — WEEK 3 OF SALE | URGENCY ESCALATION

Your job this week: Re-send to unopened subscribers, swap ad creative to scarcity angle, and hold the line on budget.

Task checklist:

- [] Send social proof email — include a real customer result, review, or before/after
- [] Review ROAS — if above your break-even and stable for 48hrs, increase daily budget by 20% maximum
- [] Check CTR on your sale creative — if below 1% for 3 days, swap to a fresh static with a different headline
- [] Prepare your final urgency email and final urgency creative ("Last chance — sale ends 30 June")
- [] Do not make any other campaign changes

Rules for this week:

- Only scale budget if ROAS is above your break-even AND has been stable for at least 48hrs
- Only one budget increase allowed — do not keep scaling incrementally every day
- Do not add new campaigns, new audiences, or new objectives

What good looks like:

- ROAS holding at or above your break-even
- CTR above 1.5%
- Social proof email sent and opened
- Urgency assets prepared and ready

23 JUN — WEEK 4 OF SALE | SCARCITY ESCALATION

Your job this week: Prepare final urgency assets and send the scarcity push.

Task checklist:

- [] Re-send to unopened subscribers with a new subject line referencing limited stock
- [] Swap ad creative to hard scarcity angle — limited units, specific number if possible
- [] Prepare final urgency email for 30 June close
- [] Build last-chance creative with hard midnight deadline
- [] Do not make any other campaign changes

Rules for this week:

- One creative swap maximum — do not rebuild the whole campaign
- Scarcity must be real — do not manufacture urgency that is not true

What good looks like:

- Scarcity email sent and opened
- New creative live with limited stock angle
- Final urgency assets ready for 30 June

30 JUN — EOFY CLOSE | HARD CLOSE

Your job today: Create maximum urgency, send your final emails, and capture every last conversion before midnight.

Task checklist:

- [] Send final urgency email at 6am — subject line must reference the deadline ("Ends tonight", "Last 24 hours", "Midnight cutoff")
- [] Switch ad creative to your urgency version — countdown language, hard deadline
- [] Send final warning email 12hrs before midnight (midday)
- [] Monitor every 6hrs today — ROAS, spend, conversions
- [] Do not edit campaigns — only monitor
- [] At midnight, pause all sale campaigns

Rules for today:

- No campaign edits — monitoring only
- No new creatives — use what is already running
- No budget increases today — the learning phase cannot recover in 24hrs

What good looks like:

- Email open rate above 35% on the final email
- ROAS maintained through close
- All revenue captured before midnight
- Campaigns paused cleanly at end of day

TIER 2: INTERMEDIATE LEVEL

Who it's for: Brands with some traction, a small but growing budget, maybe 1–2 creatives currently running, wanting to add structure and scale.

The single goal: Introduce retargeting, structured AI-powered creative testing, and basic creator collaborations to multiply campaign reach and lower cost per acquisition.

Budget Reality Check

- **Minimum viable budget:** 100 to 300 AUD per day.
- **If you have less than 100/day:** You do not have enough budget to run prospecting and retargeting simultaneously. Drop down to the Entry Tier and concentrate your spend into a single campaign.

Campaign Structure & Timeline

At the intermediate level, you have existing traffic, some Pixel data, and a small but real warm audience. That gives you enough infrastructure to justify a longer runway — but not so much that you need to start 8 weeks out. **Your total campaign window is 4 weeks.** The first two weeks build the retargeting pool. The second two weeks harvest it.

Prep: Creative & Audience Build (4 weeks before 1 June)

The goal is to cast a wide net and find the most profitable audiences. Set the objective to Conversions, optimised for Add to Cart or Purchase. Budget 70% of spend to prospecting. Deploy the System of Ideas Framework — start with 1 insight, generate 10 angles using AI, and test the top 5. Use broad targeting and let Meta's AI identify the buyers.

Retargeting Readiness Check (before Pre-Sale phase):

Before launching retargeting, check your Pixel data in Meta Events Manager. If you have fewer than 1,000 website visitors or engagement events in the last 30 days, your retargeting audience is too small. If so, skip retargeting and continue running broad prospecting only.

Pre-Sale: Warm-Up & Creative Lock (2 weeks before 1 June)

Double down on what works and start building the retargeting pool. Kill the underperforming creatives from the prep phase. Split budget 60% prospecting / 40% retargeting. Send a teaser email to your list offering early access to the sale. Do not run a lead gen campaign — use your existing list.

Sale Period (1 June — 30 June)

Consolidate all budget into an Advantage+ Sales Campaign [2]. The sequence is non-negotiable: VIP email first, full list second, cold ads third. Every week escalate urgency and scarcity. This structure allows Meta to fluidly shift budget between prospecting and retargeting based on where the cheapest conversions are in real time.

Ad Angles & Creative Direction

Intermediate brands must move beyond founder-only content and introduce external validation through creator content.

Angle 1 — The "Us vs Them" (Static or Video, Prep and Pre-Sale)

Hook: "Why I stopped using [Generic Product] and switched to [Brand]." Use a side-by-side comparison chart or split-screen video highlighting the differences in quality or outcome.

Angle 2 — The Creator Review (Video, Pre-Sale)

Hook: "I've tested 5 different [Product Categories]. This is the only one I recommend." A creator speaking directly to camera in their own environment carries significantly more trust than any brand-produced creative.

Angle 3 — The Educational Demo (Video, Prep and Pre-Sale)

Hook: "Three things you didn't know about [Product/Problem]." Use fast-paced, text-heavy video that teaches the viewer something genuinely useful, then positions the product as the logical next step.

BISOUS CASE STUDY: Ad Angles (Tier 2 – Intermediate)

Brand: Bisous | **Founder:** Nejra | **ICP:** Women aged 44–58, eco-conscious, want clear skin without harsh chemicals

Angle 1 – The "Us vs Them" (Static or Video, Prep and Pre-Sale)

Hook: "Why I stopped using makeup wipes and switched to Bisous."

Side-by-side comparison: Left column shows a standard makeup wipe – single use, full of chemicals, leaves skin dry, costs hundreds per year. Right column shows the Bisous cloth – completely reusable, chemical-free, reduces acne, one-wipe guarantee. Text overlay: "One cloth. Lasts years. 40% off for EOFY."

Angle 2 – The Creator Review (Video, Pre-Sale)

Hook: "I've tested five different makeup removers. This is the only one I actually recommend."

A creator in her 40s or 50s speaks directly to camera in her bathroom. She explains she has sensitive skin and has tried everything. She demonstrates the Bisous cloth removing her full face of makeup with just warm water. "526 five-star reviews. I get it now. It's 40% off for EOFY – link in bio."

Angle 3 – The Educational Demo (Video, Prep and Pre-Sale)

Hook: "Three things you didn't know about your makeup remover that might be causing your breakouts."

Fast-paced, text-heavy video. Fact 1: Most makeup wipes contain preservatives and alcohol that strip the skin barrier. Fact 2: Repeated chemical exposure is a leading cause of adult acne in women over 40. Fact 3: Nanofibres physically lift makeup from pores using only water – no chemicals required. "The Bisous Cloth is the only makeup remover that works on this principle. 40% off for EOFY."

Copy Frameworks

The Objection-Buster Framework (Pre-Sale Retargeting)

Line 1 (Acknowledge): Still thinking about [Product]?

Line 2 (Objection): If you are worried about [Common Objection – sizing, quality, shipping time], we have you covered.

Line 3 (Reassurance): [Specific fact that handles the objection – free returns, 30-day guarantee, ships in 24 hours].

Line 4 (CTA): Get yours before the EOFY rush starts.

The "Reason Why" Sale Framework (Sale Period)

Line 1 (The Hook): Our biggest sale of the year is officially on.

Line 2 (The Reason): We are clearing the warehouse for EOFY, which means you get [X]% off our best-sellers.

Line 3 (The Urgency): We are not restocking these until August. Once they sell out, the sale is over.

Line 4 (The CTA): Shop the warehouse clearance here.

BISOUS CASE STUDY: Copy Frameworks (Tier 2 — Intermediate)

The Objection-Buster Framework — Bisous Version (Pre-Sale Retargeting)

Line 1 (Acknowledge): Still thinking about making the switch to Bisous?

Line 2 (Objection): If you are worried it won't remove stubborn or waterproof makeup, we have you covered.

Line 3 (Reassurance): Our nanofibre technology is designed to take off HD and waterproof makeup with just warm water — and if you don't love it after your first wipe, our One-Wipe Guarantee means you keep it for free.

Line 4 (CTA): Get your 4-Pack for 40% off before the EOFY rush starts.

The "Reason Why" Sale Framework — Bisous Version (Sale Period)

Line 1 (The Hook): Our biggest sale of the year is officially on.

Line 2 (The Reason): We are clearing the warehouse for EOFY, which means you get 40% off our best-selling Nude Pink cloths, plus Buy 2 Get 1 Free on all bundles.

Line 3 (The Urgency): We are not restocking these bundles until August. Once they sell out, the sale is over.

Line 4 (The CTA): Shop the EOFY Clearance here.

Phase 1 — Lead-Up Email Templates (Send: Before 1 June — Pre-Sale Hype)

What these emails do: These are sent before the sale opens. Their job is to build anticipation, create exclusivity, and prime your list so they are ready to buy the moment the sale goes live. The Teaser and VIP Launch emails both belong here.

Intermediate brands need a five-email sequence that builds hype, handles objections, and closes with urgency.

How to use these templates: Copy any email below, paste it into your LLM of choice (ChatGPT, Claude, or similar), and run this prompt to adapt it to your brand:

"Rewrite this email in the voice of [Your Brand]. My ideal customer is [describe your ICP — age, gender, lifestyle, problem they have]. Keep the structure and urgency intact but make the language feel natural and on-brand. Here is the template: [paste email]."

These templates are frameworks, not finished copy. Your LLM will close the gap between the structure here and the specific language your audience responds to. The more detail you give it about your ICP, the better the output.

LEAD-UP EMAIL — Email 1 — The Teaser (Send: 3 days before VIP launch — Pre-Sale)

Subject: We are doing something crazy for EOFY.

Body: Next week, we are launching our EOFY sale — the biggest discount we have ever offered. But we are giving our email list first access. Keep an eye on your inbox on [Date], because stock will move fast.

LEAD-UP EMAIL — Email 2 — The VIP Launch (Send: 24 hours before public launch — Pre-Sale)

Subject: UNLOCKED: Your VIP EOFY Access.

Body: The doors are open for you. Take [X]% off storewide. Here is the link. Go: [LINK]

Phase 2 – Live Campaign Email Templates (Send: 1 June to 30 June – During the Sale)

What these emails do: These are sent during the live sale. Use the JJRH weekly cadence to structure the middle weeks. The Public Launch fires on Day 1. The Social Proof email slots into Week 2 as a Jab. The Final 12 Hours fires at the close.

CAMPAIGN EMAIL – Email 3 – The Public Launch (Send: Morning of 1 June – Sale Opens)

Subject: The EOFY Sale is LIVE.

Body: It's officially open to the public. [X]% off everything. No code required. Shop now: [LINK]

CAMPAIGN EMAIL – Email 4 – The Social Proof (Send: Mid-sale, Day 2 or 3 – JJRH Jab slot)

Subject: "I wish I bought this sooner"

Body: The EOFY sale is flying, and [Hero Product] is almost gone. If you are still on the fence, here is what [Customer Name] said after they finally bought theirs: "[Insert Review]." Don't miss out on the lowest price of the year. Grab yours here: [LINK]

CAMPAIGN EMAIL – Email 5 – The Final 12 Hours (Send: Evening of 30 June – Sale Closes)

Subject: 12 hours left. Then it's over.

Body: At midnight, the prices go back up. This is your final chance to get [Product] for [Price]. Click here before the timer runs out: [LINK]

BISOUS CASE STUDY: Email Sequence (Tier 2 – Intermediate)

Email 1 – The Teaser (Send: 3 days before 1 June)

Subject: We are doing something big for EOFY.

Body: Hi [Name], it's Nejra. Next week, we are launching our EOFY Clearance – the biggest discount we have ever offered on the Bisous Cloth. But we are giving our email community first access before the public. Keep an eye on your inbox on 1 June. Our Nude Pink 4-Packs always sell out when we run a sale. Stay glowing, Nejra.

Email 2 – The VIP Launch (Send: 6am on 1 June to past customers)

Subject: UNLOCKED: Your VIP EOFY Access.

Body: The doors are open for you. 40% off the Bisous Nude Pink Cloth, plus Buy 2 Get 1 Free on all bundles. No code needed – the discount applies automatically. This is the lowest price we will offer all year. Here is your link: [LINK]

Email 3 – The Public Launch (Send: 9am on 1 June to full list)

Subject: The Bisous EOFY Clearance is officially LIVE.

Body: It's open to everyone. 40% off the Bisous Nude Pink Cloth. No code required. If you have been thinking about making the switch from chemical cleansers, this is your moment. Shop the EOFY Clearance here: [LINK]

Email 4 – The Social Proof (Send: Day 3 of the sale)

Subject: "I wish I bought this sooner."

Body: The EOFY Clearance is flying, and our Nude Pink 4-Packs are almost gone. If you are still on the fence, here is what Shannan said after she finally tried hers: "Literally the only thing that will clear my full face of makeup and I love that it doesn't require any products to do it." Don't miss out on the lowest price of the year. Grab yours here: [LINK]

Email 5 – The Final 12 Hours (Send: 12pm on 30 June)

Subject: 12 hours left. Then it's over.

Body: At midnight tonight, the EOFY Clearance ends and the Bisous Cloth goes back to full price. This is your final chance to get the Nude Pink 4-Pack for just 37 AUD. 526 five-star reviews. One-Wipe Guarantee. Chemical-free. Click here before the timer runs out: [LINK]

Creator Outreach Script (Micro-Influencer, Phase 2 UGC)

First message – send as an IG DM:

Noticed your [Specific Post/Series] – the way you [specific observation about their style or approach] is exactly the kind of content that actually cuts through.

I run [Your Brand]. We make [Product] for [ICP description]. Not pitching you – just want to send you one to try. No strings, no obligation.

If you like it and want to talk about working together for EOFY, great. If not, keep it anyway.

Worth a try?

If they don't reply after 5 days:

Still happy to send it out. No commitment on your end — just didn't want this to get buried.

If their rate is too high:

Appreciate you sending that through. Our EOFY budget for this one is [Amount] for a single 30-second raw video — no posting on your feed required, just the file. If that works, I can get the agreement over today and have the product shipped this week. If not, totally understand — happy to revisit when the budget is bigger.

BISOUS CASE STUDY: Creator Outreach Script (Tier 2 — Intermediate)

First message — send as an IG DM:

Noticed your recent skincare routine reel — the way you break down what actually works for sensitive skin is exactly the kind of content that cuts through.

I run Bisous. We make a premium reusable nanofibre makeup remover cloth for women who want clear skin without harsh chemicals. Not pitching you — just want to send you a Nude Pink 4-Pack to try. No strings, no obligation. If you love it, great. If not, keep it anyway.

Worth a try?

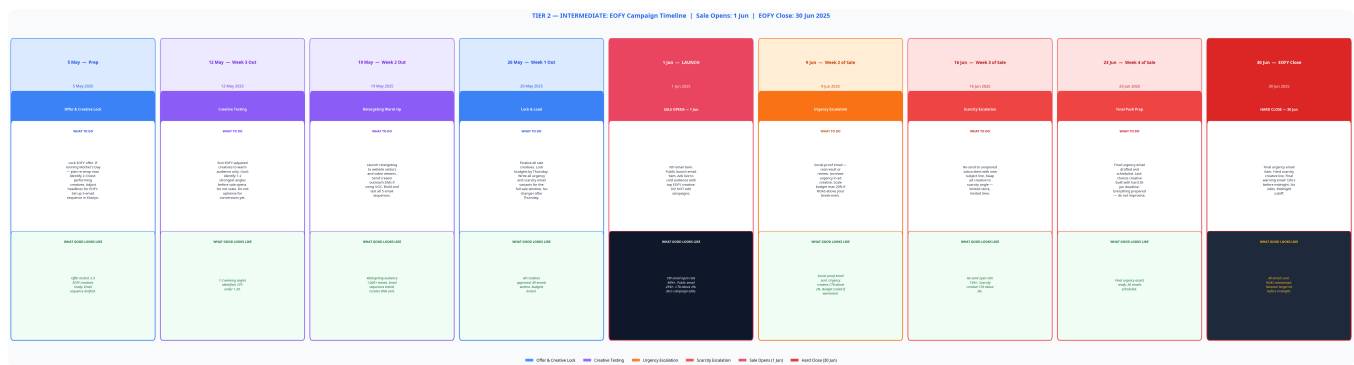
If they don't reply after 5 days:

Still happy to send it out. No commitment on your end — just didn't want this to get buried.

If their rate is too high:

Appreciate you sending that through. Our EOFY budget for this one is [Amount] for a single 30-second raw video — no posting on your feed required, just the file. If that works, I can get the agreement over today and have the product shipped this week. If not, totally understand.

Tier 2 Campaign Timeline



Tier 2 — Week-by-Week Breakdown

19 MAY — PREP WEEK

Your job this week: Get the infrastructure right before a single dollar is spent. Pixel, catalogue, offer, and creatives must all be confirmed before Phase 1 launches.

Task checklist:

- [] Confirm Pixel is firing correctly on View Content, Add to Cart, Initiate Checkout, and Purchase
- [] Check catalogue match rate in Meta Commerce Manager — target 90%+ match
- [] Verify your product catalogue is synced and stock levels are accurate
- [] Lock your EOFY offer — write it in one sentence including the discount, the product scope, and the end date
- [] Shoot 5 Phase 1 creatives: Origin Story, Price-Focused, Lifestyle, UGC/Demo, Testimonial
- [] Set up your Klaviyo account and confirm your email list is imported and segmented

Rules for this week:

- Do not launch any campaigns until Pixel health is confirmed
- Do not proceed without at least 5 creatives ready — launching with fewer limits Meta's ability to test

What good looks like:

- Pixel firing on all 4 events
- Catalogue match rate above 90%
- 5 creatives ready to upload
- Offer confirmed and written

26 MAY — WEEK 3 OUT | PHASE 1: DISCOVERY

Your job this week: Launch your Discovery campaign and let Meta find the winning creative. Monitor CPC daily but do not intervene early.

Task checklist:

- [] Launch one Advantage+ Audience campaign — Traffic or Top of Funnel objective
- [] Upload all 5 creatives into a single ad set — let Meta allocate budget across them

- [] Set daily budget and commit to not changing it for 5 days minimum
- [] Monitor CPC and CTR daily — note which creatives are pulling ahead
- [] Do not kill any creative before 3 days of data and 1,000+ impressions

Rules for this week:

- Broad targeting only — no interest stacking, no lookalikes yet
- No campaign edits for the first 5 days — the learning phase needs stability
- Do not add new creatives mid-week — wait until Week 2 Out to refresh

What good looks like:

- CPC under \$1.20 to \$1.50
- 2 to 3 creatives beginning to outperform the others
- Pixel accumulating View Content and Add to Cart events
- Retargeting audience beginning to build (target 500+ events by end of week)

AI prompt to use this week:

Use this to generate a second wave of creative angles if Week 1 data shows a clear winner:

"My top-performing EOFY ad angle is [describe the winning creative — what it shows, what the hook is]. Based on this, generate 3 variation hooks that test a different element: (1) a different opening line, (2) a different visual concept, (3) a different proof point. Keep the same core angle but change the execution."

25 MAY — WEEK 2 OUT | PRE-SALE WARM-UP

Your job this week: Launch retargeting to your warm audience, warm up your email list, and send creator outreach.

Task checklist:

- [] Check retargeting audience size — you need at least 1,000 events to run retargeting effectively
- [] If audience is under 1,000 events: keep running broad prospecting only and delay retargeting by one week
- [] If audience is 1,000+ events: launch a retargeting campaign targeting website visitors and video viewers (last 30 days)
- [] Do not run a Lead Gen campaign — your existing list is the asset. Send a teaser email to your full list hinting at the EOFY sale coming
- [] Set up your 5-email sale sequence in Klaviyo — VIP first, then full list, then urgency escalations
- [] Send creator outreach DMs this week — aim for 10 to 20 outreach messages

Rules for this week:

- Do not run retargeting if your audience is under 1,000 events — you will exhaust it in days
- Retargeting budget split: 60% prospecting / 40% retargeting at this stage
- Do not kill prospecting creatives that are still performing — they are still building the retargeting pool
- No lead gen campaigns — use your existing list

What good looks like:

- Retargeting audience above 1,000 events
- Teaser email sent to list with 25%+ open rate
- Email sale sequence built, tested, and ready to schedule
- At least 5 creator outreach messages sent

AI prompt to use this week:

Use this to write your creator outreach DM:

"Write an informal Instagram DM to a micro-influencer in the [niche] space. I want to send them a free product from my brand [Brand Name] with no obligation. If they love it, I want to have a conversation about creating a 30-second review video I can use in my ads. The message should feel genuine, not like a pitch. Reference something specific about their content. Keep it under 5 sentences."

25 MAY — WEEK 1 OUT | FINAL PREP

Your job this week: Lock everything down. Scale your best creative, finalise all sale assets, and freeze budgets by Thursday. Nothing changes after Thursday.

Task checklist:

- [] Identify your top 2 to 3 performing creatives — scale their budgets by 20%
- [] Pause all underperforming creatives (CTR below 0.8% after 7 days)
- [] Finalise all sale-period creatives — static images with clear offer text overlay
- [] Confirm all 5 emails are written, tested, and scheduled in Klaviyo
- [] Lock all campaign budgets by Thursday — no changes after this point
- [] Confirm creator content has been received (if applicable)

Rules for this week:

- Budget lock by Thursday is non-negotiable — changes after this point risk disrupting the learning phase before the sale opens
- Do not launch any new campaigns this week — only optimise what is running
- Do not change campaign objectives — the algorithm is learning your audience

What good looks like:

- ROAS trending above your break-even
- Top 2 to 3 creatives identified and scaled
- All sale creatives ready to swap in on 1 June
- All emails scheduled and tested
- Creator content approved (if applicable)

1 JUN — SALE OPENS | LAUNCH

Your job today: Go live, send your emails in sequence, and do not touch the campaigns. Switch to Advantage+ Sales Campaign structure.

Task checklist:

- [] Switch all campaigns to Advantage+ Sales Campaign structure
- [] Swap in sale-period creatives across all ad sets
- [] Send VIP email at 6am
- [] Send public launch email at 9am
- [] If creator Partnership Ads are ready: activate them now as a separate ad set within the Advantage+ campaign
- [] Monitor ROAS every 24hrs — not more frequently
- [] DO NOT edit campaigns for the first 7 days

Rules for this week (critical):

- No campaign edits for the first 7 days — the Advantage+ algorithm needs stability to optimise
- No new creatives unless CTR drops below 0.5% for 3 consecutive days
- Budget changes maximum 20% in a single move, maximum once every 48hrs
- If ROAS drops below your break-even for 48hrs, pause and reassess before spending further

What good looks like:

- ROAS above your break-even ROAS within 48hrs
- Email open rate above 25%
- CTR above 1.5%
- Zero campaign edits during learning phase

9 JUN — WEEK 2 OF SALE | URGENCY ESCALATION

Your job this week: Send social proof email, make one budget move if justified, and start building the scarcity stack.

Task checklist:

- [] Send social proof email — real customer result, review, or UGC
- [] Review ROAS — if above your break-even and stable for 48hrs, scale budget by 20% maximum
- [] Check CTR on all creatives — refresh the weakest one if CTR below 1%
- [] Re-send to unopened subscribers with a new urgency subject line
- [] Check creator Partnership Ad performance — if outperforming, increase its budget allocation

What good looks like:

- ROAS holding at or above your break-even
- Social proof email sent and opened
- Budget scaled if justified

16 JUN — WEEK 3 OF SALE | SCARCITY ESCALATION

Your job this week: Swap to scarcity creative, re-engage unopened subscribers, prepare the final urgency stack.

Task checklist:

- [] Swap ad creative to scarcity angle — limited stock, specific number if possible
- [] Re-send to unopened subscribers with scarcity subject line
- [] Prepare final urgency email and final urgency creative for 30 June
- [] Do not make any other campaign changes

What good looks like:

- Scarcity email sent and opened
- New creative live
- All 30 June urgency assets ready and scheduled

23 JUN — WEEK 4 OF SALE | HARD SCARCITY

Your job this week: Maximum scarcity push, final assets locked and loaded.

Task checklist:

- [] Send hard scarcity email — specific stock numbers, specific deadline
- [] Final urgency creative live with countdown language
- [] Confirm all 30 June emails are scheduled
- [] Do not make any other campaign changes

What good looks like:

- Hard scarcity email sent
- Final urgency assets confirmed and scheduled
- ROAS holding above your break-even

30 JUN — EOFY CLOSE | FINAL PUSH

Your job today: Deploy urgency across every channel and capture every last conversion before midnight.

Task checklist:

- [] Send final urgency email at 6am — "Ends tonight", hard deadline language
- [] Switch ad creative to urgency version with countdown language
- [] Send final warning email at midday (12hrs before midnight)
- [] Monitor every 6hrs — ROAS, spend, conversions
- [] At midnight, pause all sale campaigns

Rules for today:

- No campaign edits — monitoring only
- No budget increases — the learning phase cannot recover in 24hrs
- Capture all revenue before midnight — the EOFY tax benefit for customers ends at 30 June

What good looks like:

- All emails sent and opened
- ROAS maintained through close
- All revenue captured before midnight
- Campaigns paused cleanly

TIER 3: EXPERT LEVEL

Who it's for: Scaling brands, running ads consistently, strong budgets, ready for Partnership Ads, Advantage+ scaling, and full-funnel retargeting.

The single goal: Maximise auction Total Value [3] through high-volume creative diversification, leverage creator handles via Partnership Ads, and deploy advanced Advantage+ structures to capture maximum market share during Australia's biggest shopping moment.

Budget Reality Check

- **Minimum viable budget:** 300+ AUD per day.
- **If you have less than 300/day:** You cannot effectively run Advantage+ Sales Campaigns alongside full-funnel retargeting. Drop down to the Intermediate Tier.

Campaign Structure & Timeline

At the expert level, you have a large warm audience, a well-fed Pixel, an existing email list, and creator relationships to activate. You have the infrastructure to justify the full runway — and at your revenue level, starting late is the most expensive mistake you can make. **Your total campaign window is 6 to 8 weeks.** The longer you run the prep phase, the larger the retargeting pool you harvest during the sale. Every extra week of prep is compounding interest on your sale-period ROAS.

Prep: Creative & Audience Build (6–8 weeks before 1 June)

Set the objective to Conversions (Purchase) via Advantage+ Shopping Campaigns (ASC). Budget 60% to prospecting, 40% to retargeting existing warm audiences. Deploy the full System of Ideas Framework — 50 creative briefs across all five creative types. Simultaneously, run Partnership Ads using creator handles alongside your brand handle. Always select the Dynamic Header option, which allows Meta's AI to automatically choose the best-performing handle combination for each impression [4]. Do not run lead gen campaigns — your existing email list is your VIP asset. Warm it up with teaser content and early access offers, not paid lead capture.

Pre-Sale: Warm-Up & Creative Lock (3–4 weeks before 1 June)

Shift budget aggressively into the top-performing creatives from the prep phase. Split budget 50% prospecting / 50% retargeting. Email your list with teaser content and early access previews — build anticipation without revealing the full offer. Lock all sale-period creatives and have them ready to activate on 1 June.

Sale Period (1 June — 30 June)

Consolidate all budget into Advantage+ Sales Campaigns. The sequence is non-negotiable: VIP email first, full list second, cold ads third. Every week escalate urgency and scarcity. Once the campaigns are live, do not touch them.

The Lattice and GEM AI models [5] will dynamically shift budget between cold and warm audiences based on real-time conversion probability. Any significant change during this period resets the learning phase and costs performance. The only actions during the sale period are monitoring, budget scaling, and weekly urgency escalation.

Ad Angles & Creative Direction

Expert brands use Partnership Ads as their primary creative format. Meta's data shows a 99% probability that Partnership Ads will outperform Business As Usual ads alone [6]. The creative runs from both the creator's handle and the brand's handle simultaneously, giving the ad access to signals from two audiences and dramatically improving auction performance.

Angle 1 — The Gift Guide / Curated List (Video, Prep Phase)

Hook: "The ultimate EOFY haul for [Target Audience]." Run as a Partnership Ad from the creator's handle. This format is mapped directly to the Discovery phase of the consumer journey.

Angle 2 — The Deep-Dive Product Review (Video, Pre-Sale)

Hook: "I tested [Product] for 30 days. Here is the honest truth." The inclusion of minor negatives dramatically increases credibility. Run as a Partnership Ad.

Angle 3 — The Founder 'Behind the Scenes' (Video, Pre-Sale)

Hook: "We are packing 5,000 orders this week. Here is how we do it." Show the warehouse, the team, the preparation for the EOFY sale.

Angle 4 — The Cart Abandonment Specific (Dynamic Product Ad, Sale Period)

A Dynamic Product Ad (DPA) automatically shows each viewer the exact product they viewed on your site, with a bold EOFY discount overlay. Hook: "You left this behind. And it's currently [X]% off." This creative requires a correctly configured catalogue with a 90%+ match rate [1].

BISOUS CASE STUDY: Ad Angles (Tier 3 — Expert)

Brand: Bisous | **Founder:** Nejra | **ICP:** Women aged 44–58, eco-conscious, want clear skin without harsh chemicals

Angle 1 — The Gift Guide / Curated List (Video, Partnership Ad, Prep Phase)

Hook: "The ultimate EOFY self-care haul for women who are done with harsh chemicals."

A creator in her 40s or 50s films a curated "EOFY haul" video. She features the Bisous Nude Pink 4-Pack as her hero pick, demonstrating it removing her makeup with just water. "This is the one I keep recommending to every woman I know. It's 40% off right now for EOFY — the link is in my bio." Runs as a Partnership Ad from the creator's handle.

Angle 2 — The Deep-Dive Product Review (Video, Partnership Ad, Pre-Sale)

Hook: "I tested the Bisous Cloth for 30 days. Here is the honest truth."

Creator speaks directly to camera. She acknowledges her initial scepticism — she didn't believe a cloth and water could remove waterproof mascara. She walks through her 30-day experience: skin feels cleaner, fewer breakouts, stopped buying wipes entirely. "The only thing I'd say is that it takes a few uses to trust it fully. But once you do, you won't go back. It's 40% off for EOFY." The minor negative dramatically increases credibility.

Angle 3 — The Founder Behind the Scenes (Video, Pre-Sale)

Hook: "We are packing thousands of EOFY orders this week. Here is what that looks like."

Nejra films behind the scenes at the Bisous warehouse or packing station. She shows the cloths being packed, talks about the one-wipe guarantee, and explains why they chose recycled packaging. "Every cloth that goes out has to meet our standard. That's why we have 526 five-star reviews and not one less." Ends with the EOFY offer.

Angle 4 — The Cart Abandonment DPA (Dynamic Product Ad, Sale Period)

Hook: "You left the Bisous Cloth behind. And it's currently 40% off."

Automatically served to anyone who viewed the Nude Pink 4-Pack product page but did not purchase. The DPA pulls the exact product image from the Bisous catalogue and overlays the EOFY discount. "526 five-star reviews. One-Wipe Guarantee. 40% off ends 30 June midnight."

Copy Frameworks

The 'Cost of Inaction' Framework (Pre-Sale Retargeting)

Line 1 (The Hook): Stop settling for [Frustrating Problem].

Line 2 (The Agitation): Every day you use [Competitor/Old Method], you are wasting time and money on something that doesn't actually work.

Line 3 (The Solution): [Product] fixes this instantly by [Key Mechanism].

Line 4 (The Offer): And right now, you can get it for [X]% off during our VIP EOFY event.

Line 5 (The CTA): Upgrade your routine here.

The 'Hard Scarcity' Framework (Sale Period, Final 48 Hours)

Line 1 (The Hook): 80% of our EOFY allocated stock is gone.

Line 2 (The Reality): We warned you this would happen. [Hero Product] is almost completely sold out.

Line 3 (The Urgency): We have exactly [Number] units left in [Variant/Size]. When they go, they go.

Line 4 (The CTA): Secure yours before they are gone until August.

BISOUS CASE STUDY: Copy Frameworks (Tier 3 — Expert)

The 'Cost of Inaction' Framework — Bisous Version (Pre-Sale Retargeting)

Line 1 (The Hook): Stop settling for makeup removers that irritate your skin.

Line 2 (The Agitation): Every time you use a chemical-soaked wipe, you are stripping your skin barrier, triggering inflammation, and paying for something that gets thrown away after a single use.

Line 3 (The Solution): The Bisous nanofibre cloth removes a full face of makeup with just warm water — no chemicals, no irritation, completely reusable.

Line 4 (The Offer): And right now, you can get the Nude Pink 4-Pack for 40% off during our VIP EOFY Clearance.

Line 5 (The CTA): Upgrade your routine here.

The 'Hard Scarcity' Framework — Bisous Version (Sale Period, Final 48 Hours)

Line 1 (The Hook): 80% of our EOFY Clearance stock is gone.

Line 2 (The Reality): We warned you this would happen. The Bisous Nude Pink 4-Pack is almost completely sold out.

Line 3 (The Urgency): We have a strictly limited number of 4-Packs remaining. When they go, we will not restock until August.

Line 4 (The CTA): Secure yours before they are gone.

Phase 1 — Lead-Up Email Templates (Send: Before 1 June — Pre-Sale Hype)

What these emails do: At the Expert tier, the lead-up phase is segmented from day one. Past customers get a 48-hour head start with an exclusive gift. Unengaged leads get a re-engagement offer on Day 1. Both of these are lead-up and early-access mechanics — they prime the list before and at the moment the sale opens.

Email Sequence Templates (Advanced Segmentation)

Expert brands do not send the same email to their entire list. They segment based on purchase history and engagement behaviour.

How to use these templates: Each segment below is a separate email sequence. Copy the relevant template, paste it into your LLM of choice (ChatGPT, Claude, or similar), and run this prompt:


"Rewrite this email in the voice of [Your Brand]. This email is going to [segment description — e.g. past customers / unengaged leads / cart abandoners]. My ideal customer is [describe your ICP]. Keep the structure, segmentation logic, and urgency intact but make the language feel personal and on-brand. Here is the template: [paste email]."

At this tier, the segmentation is the strategy. The templates give you the structure and the trigger logic — your LLM turns them into copy that feels like it was written specifically for each segment. Run each segment separately through your LLM for the best result.

 **LEAD-UP EMAIL — Segment 1 — Past Customers (The VIP Upsell)** (Send: 48 hours before public launch — Pre-Sale)

Subject: You get first pick (and an extra gift).

Body: As a past customer, you get 48 hours early access to the EOFY sale. But we are also throwing in a free [Small Product/Gift] with every order over [Amount]. This is not available to the public. Use code VIPGIFT at checkout. Shop your early access here: [LINK]

 **LEAD-UP EMAIL — Segment 2 — Unengaged Leads (The Re-engagement Offer)** (Send: Day 1 of the sale — Re-activation)

Subject: We haven't seen you in a while...

Body: It has been a minute since you opened our emails. We want to win you back. For the next 24 hours, you can take [X]% off our entire store for EOFY. No minimum spend. Just click here and the discount applies automatically: [LINK]

Phase 2 — Live Campaign Email Templates (Send: 1 June to 30 June — During the Sale)

What these emails do: These are the conversion emails that run throughout the live sale period. Cart abandoners are triggered automatically throughout the month. The Social Proof Push slots into the JJRH weekly cadence as a Jab. Both are live-sale mechanics, not hype.

 **CAMPAIGN EMAIL — Segment 3 — Cart Abandoners** (Send: 4 hours after cart abandonment — Automated, runs throughout sale)

Subject: Your cart is about to expire (and lose its discount).

Body: You left [Product] in your cart. Right now, it is [X]% off for EOFY. But stock is moving faster than we predicted, and we cannot hold your cart much longer. Click here to complete your order and lock in the discount: [LINK]

 **CAMPAIGN EMAIL — Segment 4 — Engaged Non-Buyers (The Social Proof Push)** (Send: Mid-sale — JJRH Jab slot)

Subject: [Number] people bought this in the last 24 hours.

Body: The EOFY sale is moving fast. In the last 24 hours alone, [Number] people grabbed [Hero Product]. Here is what they are saying: "[Insert Review 1]" / "[Insert Review 2]". The sale ends [Date]. Don't be the one who missed it: [LINK]

BISOUS CASE STUDY: Email Sequence (Tier 3 — Expert, Segmented)

Segment 1 — Past Customers (The VIP Upsell) (Send: 48 hours before public launch)

Subject: You get first pick — and an extra gift.

Body: Hi [Name], it's Nejra. As a past Bisous customer, you get 48 hours early access to our EOFY Clearance before anyone else sees it. 40% off the Nude Pink Cloth, plus Buy 2 Get 1 Free on all bundles. We are also throwing in free express shipping on every order over 75 AUD — this week only, not available to the public. Shop your early access here: [LINK]

Segment 2 — Unengaged Leads (The Re-engagement Offer) (Send: Day 1 of the sale)

Subject: We haven't seen you in a while...

Body: It has been a minute since you opened our emails. We want to win you back. For the next 24 hours, you can take 40% off the Bisous Nude Pink Cloth — plus Buy 2 Get 1 Free. No minimum spend. The discount applies automatically at checkout. Click here: [LINK]

Segment 3 — Cart Abandoners (Send: 4 hours after cart abandonment)

Subject: Your cart is about to expire — and lose its discount.

Body: You left the Bisous Nude Pink 4-Pack in your cart. Right now, it is 40% off for EOFY. But stock is moving faster than we predicted, and we cannot hold your cart much longer. Click here to complete your order and lock in the discount: [LINK]

Segment 4 — Engaged Non-Buyers (The Social Proof Push) (Send: Mid-sale)

Subject: [Number] women bought the Bisous Cloth in the last 24 hours.

Body: The EOFY Clearance is moving fast. In the last 24 hours alone, [Number] women grabbed the Bisous Nude Pink 4-Pack. Here is what they are saying: "Bisous absolutely transformed my routine. My skin has vastly improved." — Carly A. / "Literally the only thing that will clear my full face of makeup." — Shannan V. The sale ends 30 June. Don't be the one who missed it: [LINK]

Advanced Partnership Outreach Script (High-Tier Creators)

First message — send as an IG DM or email:

Hey [Creator Name / Manager Name],

I run [Your Brand] — we sell [Product] to [ICP description].

Wanted to reach out because what we are doing for EOFY is a bit different to a standard brand deal. We run Meta Partnership Ads, which means the content runs from both your handle and ours at the same time. Your page gets paid ad distribution on content you already own — at our cost, not yours.

Here is what the deal looks like:

- One 30–60 second video, your style, your voice
- Flat fee of [Amount] + [Amount] in product, yours regardless
- We handle everything on the ad side

Based on [Specific Post/Series], I think your audience and our product are a genuine fit.

Open to a quick 10-minute call this week?

If they don't reply after 5 days:

Still think there is something here worth a quick chat. Locking in our EOFY partners by [Date] — happy to keep it to 10 minutes.

If their rate is too high:

Appreciate the transparency. Our EOFY budget for this one sits at [Amount] for the video rights. I know that is below your standard rate — the offset is the Partnership Ad distribution, which puts your content in front of our full paid audience at zero cost to you. If the numbers still don't work, totally understand. But if you want to move forward, I can get the agreement over today.

BISOUS CASE STUDY: Advanced Partnership Outreach Script (Tier 3 — Expert)

First message — send as an IG DM or email:

Hey [Creator Name],

I run Bisous — we make a premium reusable nanofibre makeup remover cloth for women who want clear skin without harsh chemicals.

Wanted to reach out because what we are doing for EOFY is a bit different to a standard brand deal. We run Meta Partnership Ads, which means the content runs from both your handle and ours at the same time. Your page gets paid ad distribution on content you already own — at our cost, not yours.

Here is what the deal looks like:

- One 30–60 second video, your style, your voice
- Flat fee of [Amount] + a full Bisous Nude Pink 4-Pack, yours regardless
- We handle everything on the ad side

Based on your recent skincare content, I think your audience and our product are a genuine fit. 526 five-star reviews, a One-Wipe Guarantee, and a product that genuinely does what it says.

Open to a quick 10-minute call this week?

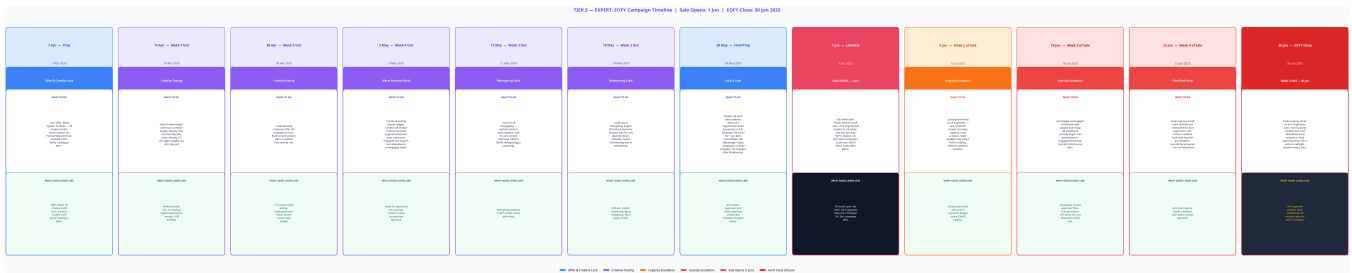
If they don't reply after 5 days:

Still think there is something here worth a quick chat. Locking in our EOFY partners by [Date] — happy to keep it to 10 minutes.

If their rate is too high:

Appreciate the transparency. Our EOFY budget for this one sits at [Amount] for the video rights. I know that is below your standard rate — the offset is the Partnership Ad distribution, which puts your content in front of our full paid audience at zero cost to you. If the numbers still don't work, totally understand. But if you want to move forward, I can get the agreement over today.

Tier 3 Campaign Timeline



Tier 3 — Week-by-Week Breakdown

21 APR — WEEK 8 OUT | PREP

Your job this week: Lock the full campaign architecture before anything launches. Creator briefs, CAPI setup, catalogue health, and the System of Ideas must all be done before a single dollar is spent.

Task checklist:

- [] Lock offer architecture — hero product, tiered spend threshold, and no-discount alternative (bundle or limited edition)
- [] Activate Conversions API (CAPI) — confirm server-side events are firing alongside Pixel
- [] Verify catalogue match rate at 90%+ in Meta Commerce Manager
- [] Set up Partnership Ads Hub — confirm brand account is connected to creator handles
- [] Brief creators via Creator Marketplace or direct DM — send product, confirm content brief and delivery date
- [] Run the System of Ideas framework — 1 insight x 10 angles x 5 variations = 50 creative briefs
- [] Confirm Dynamic Header is enabled on Partnership Ad placements

Rules for this week:

- Do not launch any campaigns until CAPI is active and catalogue is verified
- Creator briefs must be sent this week — content needs 2 to 3 weeks to arrive and be approved
- The System of Ideas output is your creative roadmap for the entire campaign — do not skip it

What good looks like:

- CAPI active and server-side events confirmed
- Catalogue match rate 90%+
- Creators briefed and product shipped
- 50 creative briefs generated from System of Ideas

AI prompt to use this week (System of Ideas — Stage 1):

"I sell [Product] for [ICP description]. My EOFY offer is [Offer]. Identify the single most powerful consumer insight that would make someone stop scrolling and pay attention to my brand during EOFY. The insight should be a tension or truth about my customer's life, not a product feature. Give me one insight in one sentence."

28 APR — WEEK 7 OUT | PREP: CREATIVE BUILD

Your job this week: Launch your first wave of Advantage+ campaigns and deploy your first creator Partnership Ads.

Task checklist:

- [] Launch Advantage+ Shopping Campaign — broad audience, no interest restrictions
- [] Upload first wave of creatives — minimum 5, ideally 8 to 10 across all 5 creative types
- [] Activate first creator Partnership Ads — use creator handle as the ad identity
- [] Enable Dynamic Header on all Partnership Ad placements
- [] Set budget split: 60% prospecting / 40% warm audiences
- [] Monitor CPM, CTR, and CPC daily — note which creative types are winning

Rules for this week:

- No creative kills before 3 days of data and 2,000+ impressions at this budget level
- Do not layer interests — Advantage+ performs best with broad inputs
- Partnership Ads should run as a separate ad set so you can measure their performance independently

What good looks like:

- CPM under \$8 to \$12
- CTR above 1.5% on top creatives
- Creator Partnership Ads outperforming BAU creatives (expected: 50% higher CTR per Meta data)
- Retargeting audience building at 500+ events per week

AI prompt to use this week (System of Ideas — Stage 2):

"My core EOFY consumer insight is: [paste your Stage 1 insight]. Generate 10 different ad angles that express this insight in completely different ways. Each angle should approach the insight from a different emotional or rational direction: urgency, aspiration, social proof, fear of missing out, education, humour, transformation, comparison, origin story, and price value. Give me one hook sentence per angle."

5 MAY — WEEK 6 OUT | PREP: SCALE & CREATOR BRIEF

Your job this week: Scale winning creatives, kill underperformers, and brief your second wave of creators.

Task checklist:

- [] Review Week 1 performance — identify top 3 creatives by ROAS or CTR
- [] Scale top 3 creatives by 20% budget increase

- [] Kill any creative with CPM above 2x the campaign average after 5 days
- [] Brief second wave of creators — send product and brief based on what is working
- [] Send first warm-up email to your list — "Something big is coming for EOFY"
- [] **Optional:** If you have the budget and want to grow your list ahead of the sale, run a small Lead Generation campaign now (Meta Lead Gen form connected to Klaviyo). This is not required — but if you have a daily budget to spare and a thin list, it is the right window to build it before the sale opens.

Rules for this week:

- Only scale creatives that have been running for at least 5 days with stable data
- Maximum one budget increase per creative per week — do not double-scale
- Second creator wave brief should be informed by what the first wave data is showing
- Lead gen is optional at this tier — only run it if your list is under 2,000 and you have budget headroom above your core campaign spend

What good looks like:

- 2 to 3 clear winning creatives identified and scaled
- Underperformers paused
- Second creator wave briefed
- Warm-up email sent with 30%+ open rate
- If running lead gen: 200+ new leads added to Klaviyo by end of week

12 MAY — WEEK 5 OUT | PREP: CREATOR APPROVAL & POOL BUILD

Your job this week: Continue scaling, confirm all creator content is received and approved, and keep building the retargeting pool.

Task checklist:

- [] Continue scaling top performers — apply the 20% rule, maximum once every 48hrs
- [] Confirm all creator content has been received and reviewed
- [] Approve creator content for Partnership Ads — reject anything that does not match the brief
- [] Check retargeting audience size — target 5,000+ events before Phase 2 launch
- [] Run System of Ideas Stage 3 to generate creative variations from your top-performing angles

What good looks like:

- Retargeting audience above 5,000 events
- All creator content received and approved
- Top creatives scaling cleanly with stable ROAS
- 50 creative variations generated and prioritised for pre-sale

AI prompt to use this week (System of Ideas — Stage 3):

"My top-performing EOFY ad angle is: [paste winning angle]. Generate 5 variations of this angle that change one element at a time: (1) change the opening hook, (2) change the visual concept, (3) change the proof point used, (4) change the CTA, (5) change the format from video to static. Keep the core angle identical — only change the execution element specified."

19 MAY — WEEK 4 OUT | PRE-SALE: RETARGETING LAUNCH

Your job this week: Launch the full retargeting stack and shift budget allocation toward warm audiences.

Task checklist:

- [] Launch full retargeting stack: website visitors (30 days), video viewers (30 days), Add to Cart (14 days), Initiate Checkout (7 days)
- [] Shift budget allocation to 60% retargeting / 40% prospecting
- [] Launch Dynamic Product Ads targeting cart abandoners with the specific product they viewed
- [] Activate creator Partnership Ads in retargeting — creator content performs differently to brand content in retargeting
- [] Confirm all 4 segmented Klaviyo sequences are built: past customers, unengaged leads, cart abandoners, engaged non-buyers

Rules for this week:

- Each retargeting audience must be excluded from the others to prevent audience overlap and frequency burn
- Dynamic Product Ads require a healthy catalogue — confirm match rate is still 90%+ before launching
- Do not reduce prospecting budget below 40% — you still need to keep building the retargeting pool

What good looks like:

- All 4 retargeting audiences active
 - Dynamic Product Ads live and delivering
 - Budget split at 60/40 retargeting/prospecting
 - All 4 email sequences built in Klaviyo
-

26 MAY — WEEK 3 OUT | PRE-SALE: SCALE & WARM-UP

Your job this week: Scale the top 3 creative angles and introduce creator Partnership Ads into the retargeting stack.

Task checklist:

- [] Scale top 3 retargeting angles by 20%
- [] Introduce creator Partnership Ads as a dedicated retargeting ad set — creator content in retargeting typically outperforms brand content
- [] Review Dynamic Product Ad performance — if ROAS above your break-even, scale budget by 20%
- [] Send first warm-up email to your full list — "Something big is coming for EOFY"
- [] Monitor frequency on retargeting audiences — if above 4 per week, expand the audience window or refresh creative

What good looks like:

- Creator Partnership Ads live in retargeting
 - Frequency below 4 per week on retargeting audiences
 - Dynamic Product Ads ROAS above your break-even
 - Warm-up email sent and opened
-

25 MAY — WEEK 2 OUT | PRE-SALE WARM-UP

Your job this week: Prepare every sale-period asset. Nothing launches yet — everything is built, tested, and ready.

Task checklist:

- [] Finalise all sale-period creatives — static images with clear offer text, urgency language
- [] Build and test all 4 segmented Klaviyo email sequences — send test emails to yourself
- [] Confirm all creator Partnership Ad content is approved and ready to activate on 1 June
- [] Confirm Dynamic Header is set up on all Partnership Ad placements
- [] Build your urgency creative stack for 30 June — countdown language, midnight deadline
- [] Lock all campaign budgets for the sale period — no changes after Thursday this week

Rules for this week:

- Budget lock by Thursday is non-negotiable
- No new campaigns this week — only asset preparation
- All 4 email sequences must be tested before 9 June

What good looks like:

- All sale-period creatives ready
 - All 4 email sequences tested and scheduled
 - Creator content approved and ready
 - Budgets locked
-

9 JUN — WEEK 1 OUT | FINAL LOCK

Your job this week: Final checks only. Everything is locked. The only action is confirming readiness.

Task checklist:

- [] Send VIP segment email — past customers and highest-value subscribers get access first
- [] Consolidate all campaigns into Advantage+ Sales Campaign structure — this is the sale-period configuration
- [] Confirm all audience exclusions are set correctly — past purchasers excluded from prospecting
- [] Confirm all budgets are set and locked
- [] Confirm all 4 email sequences are scheduled and will fire on the correct dates
- [] Final check: creator Partnership Ads approved and ready to activate
- [] No campaign changes after Thursday

What good looks like:

- VIP email sent and opened (target 40%+ open rate on this segment)
 - Advantage+ Sales Campaign structure confirmed
 - All budgets locked
 - All emails scheduled
 - Zero outstanding approvals
-

1 JUN — SALE OPENS | LAUNCH

Your job today: Go live across all channels simultaneously. Monitor every 6hrs. Do not touch the campaigns.

Task checklist:

- [] Sale goes live — confirm all campaigns are active and delivering
- [] Send all 4 segmented emails on schedule (VIP first, then each segment in sequence)
- [] Activate creator Partnership Ads — these run as a separate ad set within Advantage+
- [] Monitor ROAS every 6hrs for the first 48hrs — then every 24hrs
- [] DO NOT edit campaigns for the first 7 days — the Lattice and GEM AI models need stability
- [] Scale budget maximum 20% after 48hrs only if ROAS is above your break-even and stable

Rules for this week (critical):

- Any significant campaign edit resets the learning phase — this is the single most expensive mistake at this tier
- No new campaigns, no new audiences, no objective changes
- Budget scaling maximum 20% per move, maximum once every 48hrs
- If ROAS drops below your break-even for 48hrs: pause and diagnose before spending further

What good looks like:

- ROAS above your break-even ROAS within 48hrs
- All 4 email segments delivered and opened
- CTR above 2% on Partnership Ads
- Zero campaign edits in learning phase
- Budget scaled if ROAS holds

23 JUN — WEEK 4 OF SALE | HARD SCARCITY & FINAL BUILD

Your job this week: Scale what is working, refresh what is not, and build the 30 June urgency stack.

Task checklist:

- [] Scale budget further if ROAS holding above your break-even — apply 20% rule
- [] Refresh the weakest creative — swap in a new static with a different headline
- [] Re-engage unengaged leads with a targeted email — "Still thinking about it? Here is why now is the time."
- [] Check Dynamic Product Ad performance — scale if ROAS above your break-even
- [] Prepare the full 30 June urgency stack: email for all 4 segments, urgency creative, cart abandoner sequence

What good looks like:

- ROAS holding at or above your break-even
- Budget scaled appropriately
- Weakest creative refreshed
- All 30 June urgency assets ready

30 JUN — EOFY CLOSE | FINAL PUSH

Your job today: Deploy urgency across all 4 email segments and every ad placement. Capture every last conversion before midnight.

Task checklist:

- [] Send final urgency email to all 4 segments at 6am — hard deadline language, midnight cutoff
- [] Switch all ad creatives to urgency version — countdown language, "Ends tonight"

- [] Send cart abandoner final sequence — this is your highest-intent audience
- [] Send final warning email at midday (12hrs before midnight)
- [] Monitor every 3hrs — ROAS, spend, conversions, email open rates
- [] At midnight, pause all sale campaigns
- [] Pull full campaign report: total spend, total revenue, ROAS, CPL, email revenue attribution

Rules for today:

- No campaign edits — monitoring only
- No budget increases — the algorithm cannot recover in 24hrs
- Midnight is a hard cutoff — EOFY tax benefit for customers ends at 30 June

What good looks like:

- All 4 email segments delivered
 - Cart abandoner sequence sent
 - ROAS maintained through close
 - All revenue captured before midnight
 - Full campaign report pulled for post-EOFY review
-

Quick Reference: Tier Comparison

Element	Entry	Intermediate	Expert
Monthly Revenue	Under 10k/mo	10k to 50k/mo	50k+/mo
Minimum Daily Budget	30 to 50/day	100 to 300/day	300+/day
Weekly Time Commitment	5–10 hours	10–15 hours	15–20 hours
Tools Required	CapCut, Klaviyo	CapCut, Klaviyo, Meta Events Manager	CapCut, Klaviyo, Meta Events Manager, Creator Marketplace
Campaign phases	Prep + Sale Period, 1 campaign	Prep + Pre-Sale + Sale Period, prospecting + retargeting	Prep + Pre-Sale + Sale Period, Advantage+ Sales Campaigns
Creative volume	5 assets	10–15 assets (System of Ideas)	50 briefs (full System of Ideas)
Creative types	Founder-only	Founder + 1 creator	Founder + multiple creators via Partnership Ads
Targeting	Broad, no interests	Broad + retargeting audiences	Advantage+ Audience (full AI control)
Email sequence	3 emails	5 emails	4 segmented sequences
Creator strategy	None	Micro-influencer UGC	Partnership Ads via Creator Marketplace
Campaign structure	Standard campaigns	Standard + retargeting	Advantage+ Sales Campaigns
Prep start	2 weeks before 1 Jun	4 weeks before 1 Jun	6–8 weeks before 1 Jun

Video Script Outline: The Founder Origin Story (Bisous)

This is a fully scripted 60-second founder video built on the Tier 1 Origin Story angle. It is designed to be shot face-to-camera on an iPhone with product b-roll cut in. No studio. No crew. No budget.

BISOUS CASE STUDY: Founder Origin Story Script

Format: 9:16 video (hold phone vertically) | **Length:** 45–60 seconds | **Shot:** Face-to-camera, bathroom or clean home setting

0:00 — The Hook (3 seconds)

[Face to camera, direct eye contact]

"I spent two years trying to find a makeup remover that didn't irritate my skin. I couldn't find one. So I built it."

0:03 — The Problem (10 seconds)

[Cut to b-roll: close-up of chemical wipes packaging, hands pulling a single-use wipe from a packet]

Voiceover: "Every cleanser I tried either dried out my skin, triggered breakouts, or left me with that tight, irritated feeling. I was spending a fortune on products that were making things worse."

0:13 — The Discovery (10 seconds)

[Cut back to face-to-camera]

"I discovered nanofibre technology — cloths that physically lift makeup from your pores using just warm water. No chemicals. No irritation. Nothing."

0:23 — The Demo (12 seconds)

[Cut to b-roll: hands wetting the Bisous cloth, wiping half the face in a single motion, showing the dirty cloth and clean glowing skin]

Voiceover: "One wipe. Full face of makeup. Just water. I couldn't believe it either until I tried it."

0:35 — The Proof (8 seconds)

[Cut back to face-to-camera]

"526 women have given the Bisous Cloth five stars. Not one has given it less. That's not marketing. That's just what happens when a product actually works."

0:43 — The Offer (10 seconds)

[Cut to product flat lay: Nude Pink 4-Pack on clean white surface]

Voiceover: "For EOFY, the Nude Pink 4-Pack is 40% off. That's the lowest price it will be all year. Ends 30 June midnight. Link in bio."

0:53 — The Close (7 seconds)

[Back to face-to-camera, relaxed, direct]

"If you've been thinking about making the switch, now is the time. See you on the other side."

Shoot notes for Nejra:

- Shoot in a clean bathroom or kitchen with natural light from a window
- Wear minimal makeup so the demo contrast is visible
- Use CapCut to add captions — the hook line must appear as text in the first 3 seconds
- Export in 9:16 (vertical) for Reels/Stories and 4:5 (square) for Feed
- Do not use a ring light — natural light reads as more authentic to the 44–58 ICP

References

- [1] Meta Event Notes: Catalogue Best Practices
 - [2] Meta Event Notes: Advantage+ Sales Campaigns
 - [3] Meta Event Notes: Total Value Formula
 - [4] Meta Event Notes: Partnership Ads
 - [5] Meta Event Notes: The AI Powering Your Ads — Andromeda, GEM, Lattice
 - [6] Meta Event Notes: Partnership Ads Performance Data
-

Glossary & Reference Index

This index exists so the main playbook can stay clean and fast to execute. Every time you hit a term, tool, or concept in the document that you are not sure about — come here first. Each entry has a plain-English definition, why it matters for your EOFY campaign, and a how-to where relevant.

How to Use This Index

The entries below are organised into five sections:

1. **Tools** — the software platforms referenced in this playbook
 2. **Meta Advertising Terms** — every ad-specific term used in the document
 3. **Financial & Offer Terms** — gross margin, ROAS, AOV, and related calculations
 4. **Email & Customer Terms** — Klaviyo, flows, campaigns, segments, and ICP
 5. **Creative Terms** — the 5 creative types, hooks, formats, and angles
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Section 1 — Tools

Klaviyo

What it is: Klaviyo is an email marketing platform built specifically for eCommerce brands. It connects directly to Shopify and automatically pulls in your customer data — purchase history, browsing behaviour, email engagement — so you can send targeted emails based on what your customers actually do.

Why it matters for EOFY: Every email template in this playbook is designed to be sent through Klaviyo. It is the standard tool for Shopify brands because it handles both one-off campaign emails (like your launch email) and automated sequences (like cart abandonment) in the same platform.

Cost: Free up to 250 contacts and 500 emails per month. Paid plans start at approximately \$20 AUD/month for up to 500 contacts. Most new brands will be on the free plan for their first EOFY campaign.

How to set it up (5 steps):

1. Go to klaviyo.com and create a free account
2. In your Shopify admin, go to Apps → Search "Klaviyo" → Install the Klaviyo Email Marketing app
3. Follow the connection prompts — your customer list and order history will import automatically within 24 hours
4. In Klaviyo, go to Audience → Lists & Segments → you will see your imported contacts
5. You are ready to build your first campaign

Campaigns vs Flows — the critical distinction:

- A **Campaign** is a one-off email you send manually to a list or segment. Use campaigns for your VIP launch email, your public launch email, your weekly JJRH emails, and your final warning email.
- A **Flow** is an automated email sequence triggered by a specific customer behaviour. Use flows for cart abandonment (triggered when someone adds to cart but does not purchase) and post-purchase sequences (triggered when someone completes an order).

For EOFY, you only need Campaigns. Flows are a Tier 3 tool. If you are at Tier 1 or Tier 2, focus on getting your Campaign emails right first.

Meta Ads Manager

What it is: Meta Ads Manager is the platform where you create, manage, and monitor all of your Facebook and Instagram ads. It is free to access — you only pay for the ads you run.

How to access it: Go to business.facebook.com → Ads Manager. If you have never run ads before, you will need to create a Meta Business Account first (free, takes 5 minutes).

The three levels of a Meta campaign:

- **Campaign** — sets the objective (what you want Meta to optimise for: Traffic, Conversions, Sales)
- **Ad Set** — sets the audience, budget, and schedule
- **Ad** — the actual creative (image, video, copy) that people see

For EOFY, you will work at all three levels. The campaign objective changes as you move from prep to sale period. The ad set controls your budget. The ad is what you shoot and write.

Meta Events Manager

What it is: Meta Events Manager is the dashboard where you can see all of the data your Meta Pixel is sending back from your website. It shows you which events are firing (View Content, Add to Cart, Purchase) and how many times each day.

Why it matters: If your Pixel is not firing correctly, Meta cannot optimise your ads for the right outcome. Running ads without a working Pixel is like driving with your eyes closed — Meta has no signal to learn from.

How to access it: Go to business.facebook.com → Events Manager → Select your Pixel → Overview tab.

Meta Pixel

What it is: The Meta Pixel is a small piece of code that sits on your Shopify store and sends data back to Meta every time a visitor takes an action — viewing a product, adding to cart, or completing a purchase. This data is what allows Meta's AI to learn who your buyers are and find more people like them.

Why it matters for EOFY: Without a working Pixel, you cannot run Conversion campaigns, you cannot build retargeting audiences, and you cannot use Advantage+ Sales Campaigns. The Pixel is the foundation of everything.

How to install it on Shopify (3 steps):

1. In your Shopify admin, go to Sales Channels → Facebook & Instagram → Settings
2. Connect your Meta Business Account and follow the prompts
3. The Pixel will be installed automatically — no code required

How to verify it is working:

1. Go to Meta Events Manager → select your Pixel
2. You should see recent events listed under "Overview" — View Content, Add to Cart, Purchase
3. If events are showing as "Active" with recent data, your Pixel is working
4. If no events are showing: reinstall the Facebook & Instagram channel in Shopify, or use Meta's Pixel Helper browser extension to diagnose

The three events that matter for EOFY:

- **View Content** — someone visited a product page. This is the top of your funnel.
- **Add to Cart** — someone added a product to their cart. This is mid-funnel.
- **Purchase** — someone completed a purchase. This is the conversion event Meta optimises for.

Catalogue Match Rate: The document references a "90% match rate" for your Meta Catalogue. This means that 90% or more of your products in your Shopify catalogue are successfully matched to your Meta Pixel. A low match rate means Meta cannot run Dynamic Product Ads (DPAs) effectively. To check your match rate: Events Manager → Catalogues → select your catalogue → Diagnostics.

CapCut

What it is: CapCut is a free mobile video editing app available on iOS and Android. It is the standard tool for shooting and editing short-form video ads for Meta, TikTok, and Instagram.

Why it matters: CapCut automatically exports video in the correct formats for Meta ads (9:16 for Reels and Stories, 4:5 for Feed). It also has a built-in auto-caption feature that adds text captions to your videos automatically — this is critical because most people watch videos with the sound off.

How to use it for EOFY:

1. Download CapCut (free) from the App Store or Google Play
 2. Record your video on your iPhone (hold it vertically for 9:16, or use the CapCut in-app camera)
 3. Edit in CapCut — trim, add captions (use the "Auto Captions" feature), add text overlays
 4. Export: tap the export button → select 1080p → save to your camera roll
 5. Upload directly to Meta Ads Manager
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Shopify

What it is: Shopify is the eCommerce platform that hosts your online store. It is the hub that connects to Klaviyo (email), Meta (ads), and your payment processor.

Why it matters for EOFY: All of your discount codes, offer mechanics (Buy 2 Get 1 Free, percentage discounts), and checkout experience are managed in Shopify. Before your sale goes live, you need to set up your discount in Shopify Discounts → Create Discount → Automatic Discount (so no code is required at checkout).

Meta Creator Marketplace

What it is: Meta's Creator Marketplace is a platform inside Meta Business Suite where you can find, contact, and collaborate with Instagram creators (influencers) for Partnership Ads.

Why it matters: For Tier 3 brands, Partnership Ads — ads that run from both the creator's handle and your brand handle simultaneously — are one of the highest-performing ad formats on Meta. The Creator Marketplace is where you find creators whose audience matches your ICP.

How to access it: Meta Business Suite → Branded Content → Creator Marketplace.

Section 2 — Meta Advertising Terms

Advantage+ Sales Campaign (ASC)

What it is: Advantage+ Sales Campaign is Meta's AI-managed campaign type for eCommerce brands. Instead of manually setting up separate prospecting and retargeting campaigns, you give Meta one budget and one goal (Purchase), and Meta's AI automatically decides how to split that budget between finding new customers and re-engaging warm audiences — in real time, based on where the cheapest conversions are.

Why it matters for EOFY: During the sale period, you want Meta's AI working at full capacity. ASC gives it the most flexibility to optimise. Manual campaign structures require you to make decisions Meta's AI can make better and faster.

When to switch to it: On 1 June when the sale opens. Do not use ASC during the prep phase — the prep phase is about identifying your winning creatives manually before handing control to the AI.

How to set it up:

1. In Meta Ads Manager → Create Campaign
 2. Campaign Objective → Sales
 3. You will see the option for "Advantage+ Shopping Campaign" — select this
 4. Set your budget, your audience (leave it broad — Meta handles the rest), and upload your creatives
 5. Set your campaign end date to 30 June
-

Broad Targeting

What it is: Broad targeting means running your Meta ads with no interest stacking, no demographic restrictions, and no lookalike audiences. You give Meta the widest possible audience and let its AI identify who is most likely to buy.

Why it outperforms interest targeting at low budgets: Meta's AI learns by seeing patterns in who converts. If you stack interests and narrow your audience to 50,000 people, the algorithm runs out of room to find those patterns. Broad targeting gives it the full population — hundreds of millions of people — to work with. Meta's AI is better at finding your buyer than you are at guessing which interests they have.

The common mistake: Adding interests like "skincare", "eco-friendly", or "women 44–58" because it feels more targeted. This feels logical but it actively hurts performance at budgets below \$300/day.

The rule: At Tier 1 and Tier 2, always start broad. Only add interest targeting if you have been running for 4+ weeks and your CPC is above \$3.00 with no signs of improvement.

Learning Phase

What it is: The learning phase is the period after you launch or significantly change a Meta campaign during which Meta's AI is actively learning who your buyers are. During this phase, performance will be inconsistent — costs may be high, ROAS may be low, and results will fluctuate.

How long it lasts: The learning phase ends when your campaign has generated 50 conversion events (e.g. 50 Purchases) or after 7 days — whichever comes first.

Why you must not touch the campaign during this phase: Every significant change — new creative, budget increase above 20%, audience change, objective change — resets the learning phase back to zero. This is the single most expensive mistake in Meta advertising. You lose all of the data the algorithm has collected and start again.

What counts as a "significant change": Adding or removing creatives, changing the budget by more than 20% in a single move, changing the audience, changing the campaign objective, or pausing and restarting the campaign.

What does NOT reset the learning phase: Increasing the budget by 20% or less every 48 hours. This is the only safe way to scale during the learning phase.

CTR (Click-Through Rate)

What it is: CTR is the percentage of people who saw your ad and clicked on it. It is calculated as: $(\text{Clicks} \div \text{Impressions}) \times 100$.

Why it matters: CTR tells you whether your creative is compelling enough to stop the scroll. A low CTR means people are seeing your ad but not engaging with it — the hook is not working, the visual is not stopping them, or the offer is not interesting enough.

Benchmarks for EOFY:

- Below 0.5%: Kill the creative. It is not working.
 - 0.5% to 1.0%: Monitor. Give it 3 more days before making a decision.
 - 1.0% to 1.5%: Acceptable. Keep running.
 - Above 1.5%: Strong. Prioritise budget here.
 - Above 2.0%: Excellent. Scale aggressively.
-

CPC (Cost Per Click)

What it is: CPC is the average amount you pay every time someone clicks on your ad. It is calculated as: $\text{Total Ad Spend} \div \text{Total Clicks}$.

Why it matters: CPC tells you how efficiently your budget is driving traffic to your store. A high CPC means you are paying too much for each visitor — either because your creative is weak (low CTR) or because your audience is too competitive.

Benchmarks for EOFY:

- Under \$1.00: Excellent
 - \$1.00 to \$1.50: Good
 - \$1.50 to \$2.50: Acceptable — monitor closely
 - Above \$2.50: Investigate. Check CTR first. If CTR is above 1.5%, the issue is audience competition, not creative.
 - Above \$3.00: Action required. Widen your audience or test a new hook.
-

CPM (Cost Per Mille / Cost Per 1,000 Impressions)

What it is: CPM is the cost to show your ad to 1,000 people. It is a measure of how competitive the auction is for your target audience.

Why it matters for EOFY: CPMs rise significantly during EOFY because every brand is competing for the same audience at the same time. This is normal and expected. A rising CPM is not a problem unless your CTR and ROAS are also declining.

What to do if CPM spikes: Do not panic. Do not change the campaign. A high CPM with a high CTR still produces a competitive CPC. Focus on CTR and ROAS, not CPM in isolation.

ROAS (Return on Ad Spend)

What it is: ROAS is the revenue generated for every dollar spent on ads. It is calculated as: $\text{Total Revenue} \div \text{Total Ad Spend}$.

Example: If you spend \$100 on ads and generate \$300 in revenue, your ROAS is 3.0x.

Why it matters: ROAS is the primary metric for evaluating whether your ads are profitable. But ROAS alone does not tell you if you are making money — you need to compare it to your Break-Even ROAS (see Financial Terms section).

Important: ROAS is a revenue metric, not a profit metric. A 3.0x ROAS on a 40% gross margin product means you are breaking even. A 3.0x ROAS on a 70% gross margin product means you are very profitable. Always read ROAS in the context of your gross margin.

Break-Even ROAS

What it is: Break-Even ROAS is the minimum ROAS you need to cover your product costs (COGS + fulfilment) from ad spend. Below this number, you are losing money on every sale. Above this number, you are profitable.

The formula: Break-Even ROAS = $1 \div \text{Gross Margin}$

Example: If your gross margin is 60%, your Break-Even ROAS = $1 \div 0.60 = 1.67x$. You need \$1.67 in revenue for every \$1 spent on ads to break even.

Important: Ad spend is NOT included in gross margin. Gross margin is COGS + fulfilment only. Ad spend is the variable being solved for in the ROAS formula — including it in the margin would be circular and produce a meaningless number.

Your target ROAS should always be higher than your Break-Even ROAS. Break-Even ROAS is your floor, not your goal. A good target for EOFY is 1.5x to 2.0x your Break-Even ROAS.

Dynamic Product Ad (DPA)

What it is: A Dynamic Product Ad is a Meta ad that automatically shows each viewer the exact product they previously viewed on your website — with your EOFY discount overlay applied automatically. The ad is personalised to each individual viewer without you having to create separate ads for each product.

Why it matters: DPAs target your highest-intent audience — people who have already visited your store and looked at specific products. They are the warmest possible retargeting audience.

Requirement: DPAs require a correctly configured Meta Catalogue with a 90%+ match rate. Without this, Meta cannot match your products to the right viewers.

Who should use them: Tier 3 brands with a large warm audience and a well-configured catalogue. Tier 1 and Tier 2 brands should focus on getting their standard creatives right first.

Partnership Ads

What it is: Partnership Ads are Meta ads that run from both a creator's Instagram handle and your brand's handle simultaneously. The ad appears in the feed as if it is the creator's content — but it is boosted with your ad budget and targeted to your audience.

Why they outperform standard brand ads: Meta's data shows a 99% probability that Partnership Ads outperform Business As Usual brand ads alone. The reason is that the ad accesses signals from two audiences (the creator's followers and your brand's audience) and carries the creator's credibility rather than the brand's.

Dynamic Header: When setting up a Partnership Ad, always select the "Dynamic Header" option. This allows Meta's AI to automatically choose the best-performing handle combination (creator handle vs brand handle) for each individual impression.

Who should use them: Tier 3 brands with established creator relationships. Tier 2 brands can use creator UGC content without running it as a formal Partnership Ad.

Retargeting

What it is: Retargeting means showing ads specifically to people who have already interacted with your brand — visited your website, watched your videos, engaged with your Instagram posts, or added to cart without purchasing.

Why it matters: Retargeting audiences convert at a significantly higher rate than cold audiences because they already know who you are. The EOFY sale is the perfect moment to convert people who have been on the fence.

Minimum audience size: You need at least 1,000 events (website visitors, video viewers, or engagement events) in the last 30 days before retargeting is worth running. Below this, you will exhaust the audience in days and the algorithm will not have enough data to optimise.

How to set up a retargeting audience in Meta Ads Manager:

1. Ads Manager → Audiences → Create Audience → Custom Audience
 2. Select "Website" as the source
 3. Set the event to "All Website Visitors" or "View Content" — last 30 days
 4. Name the audience and save
 5. Use this audience in your retargeting ad set
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Prospecting

What it is: Prospecting means showing ads to people who have never heard of your brand — cold audiences. The goal is to find new potential customers and bring them into your funnel.

How it differs from retargeting: Prospecting is about reach and discovery. Retargeting is about conversion. You need both, but the budget split changes as you move through the campaign phases.

Budget split guidance:

- Tier 1 (Entry): 100% prospecting — no retargeting audience yet
 - Tier 2 Prep: 70% prospecting / 30% retargeting
 - Tier 2 Pre-Sale: 60% prospecting / 40% retargeting
 - Tier 3: Advantage+ manages the split automatically
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Frequency

What it is: Frequency is the average number of times each person in your audience has seen your ad. A frequency of 3.0 means the average person has seen your ad 3 times.

Why it matters: High frequency on a retargeting audience means you are showing the same ad to the same people too many times. This causes ad fatigue — people start ignoring or hiding your ads, which drives up your CPM and kills performance.

The rule: If frequency on your retargeting audience exceeds 4.0 per week, either expand the audience window (from 30 days to 60 days) or refresh the creative.

Conversion Campaign vs Traffic Campaign

What it is:

- A **Traffic Campaign** optimises for clicks — Meta shows your ad to people most likely to click on it.
- A **Conversion Campaign** optimises for purchases — Meta shows your ad to people most likely to buy.

Why the distinction matters: A Traffic Campaign is cheaper to run but does not optimise for buyers. A Conversion Campaign requires at least 50 Purchase events on your Pixel before Meta has enough data to optimise effectively.

The rule for new brands: If you have fewer than 50 Purchase events on your Pixel, start with a Traffic campaign to build Pixel data. Once you hit 50 Purchase events, switch to a Conversion campaign optimised for Purchase.

Section 3 — Financial & Offer Terms

Gross Margin

What it is: Gross Margin is the percentage of revenue left after subtracting the cost of making and delivering the product. It is calculated as: $(\text{Revenue} - \text{COGS} - \text{Fulfilment}) \div \text{Revenue} \times 100$.

What is included: Cost of Goods Sold (COGS) — the cost to manufacture or source the product — and fulfilment costs (packaging, shipping to the customer).

What is NOT included: Ad spend, platform fees (Shopify, payment processing), team costs, or any other operating expenses. These are accounted for separately.

Why the distinction matters: Ad spend is the variable being solved for in the Break-Even ROAS formula. If you include ad spend in your gross margin, you are double-counting it and the formula becomes meaningless.

Example: A product that sells for \$100 AUD, costs \$25 to manufacture, and \$10 to fulfil has a Gross Margin of $(\$100 - \$25 - \$10) \div \$100 = 65\%$.

Minimum viable gross margin for EOFY: 40%. Below this, discounting at volume destroys the business. Fix your product economics before running a major sale campaign.

COGS (Cost of Goods Sold)

What it is: COGS is the direct cost of producing or sourcing the product you sell. For a physical product, this includes manufacturing cost, raw materials, and any import duties. It does not include shipping to the customer (that is fulfillment).

AOV (Average Order Value)

What it is: AOV is the average dollar amount of each order placed in your store. It is calculated as: Total Revenue ÷ Number of Orders.

Why it matters for EOFY: A higher AOV means each conversion is worth more, which means your Break-Even ROAS is easier to hit and your profit per order is higher. The offer architecture in this playbook (bundles, Buy 2 Get 1 Free) is designed specifically to increase AOV without increasing ad spend.

How to increase AOV without adding complexity: The Cart Lubrication principle — one mechanism, implemented before the sale opens. The free shipping threshold (set 15% above your current AOV) is the simplest and most reliable AOV lever for EOFY.

Re-Wrap

What it is: Re-wrapping means taking your existing best-performing creative angles and offer structure, and applying a new EOFY wrapper — new subject lines, new urgency language, new sale-specific copy — without rebuilding everything from scratch.

Why it matters: If you are already running a campaign, your best creative angles are already identified and proven. Re-wrapping them for EOFY is faster, cheaper, and lower risk than building a completely new campaign. The creative insight that works in April will work in June — only the wrapper changes.

What to re-wrap: Your top 2–3 performing ad creatives (by CTR and ROAS), your existing email templates, and your offer structure (with the EOFY discount applied on top).

What to change: The hook line (add EOFY urgency), the subject lines (add deadline language), the CTA (add the specific offer and end date), and any static images (add the discount overlay).

Cart Lubrication

What it is: Cart Lubrication is a single, zero-cost-to-deliver gift or value-add that is offered inside the cart experience to reduce hesitation and increase the conversion rate from Add to Cart to Purchase. It is not an upsell, not an order bump, and not an additional product — it is a gift that makes the customer feel good about completing the purchase.

Why only one mechanism: During a high-traffic sale event like EOFY, adding multiple cart mechanisms (order bumps, upsells, cross-sells) creates decision fatigue. The customer who was about to buy now has to make three more decisions. Conversion rate drops. One mechanism, clearly communicated, does the opposite — it removes a reason not to buy.

What makes a good Cart Lubrication mechanism:

- Zero or near-zero cost to deliver (a digital download, a handwritten note, free standard shipping)
- High perceived value to the ICP
- Directly reinforces the reason they are buying

ICP (Ideal Customer Profile)

What it is: Your ICP is a detailed description of the single most valuable type of customer your brand exists to serve. It is not a demographic range — it is a specific person with specific problems, desires, and behaviours.

Why it matters: Every AI prompt in this playbook requires you to describe your ICP. The more specific your ICP description, the better every output — ad copy, email subject lines, creative hooks, and offer language — will be. A vague ICP produces generic copy. A specific ICP produces copy that makes your customer feel like you wrote it for them personally.

How to define your ICP (3 questions):

1. **Who are they?** Age, gender, lifestyle, occupation, location. Not a range — a specific person. "A 48-year-old woman who works in healthcare, lives in suburban Melbourne, and has two adult children" is an ICP. "Women aged 35–55" is not.
2. **What specific problem do they have that your product solves?** Not the category problem — the specific, personal frustration. "She has been using chemical cleansers for 20 years and her skin is still breaking out. She has tried everything and nothing works." is an ICP problem. "She wants better skin" is not.
3. **What have they already tried that hasn't worked?** This is the most important question because it tells you what objections to address in your copy and what competitors to position against.

The Bisous ICP: Women aged 44–58, eco-conscious, want clear skin without harsh chemicals. They have tried chemical cleansers, micellar water, and disposable wipes. Their skin is still irritated. They are sceptical of new products but responsive to proof and social validation from women like them.

Section 4 — Email & Customer Terms

VIP Segment

What it is: Your VIP segment is your highest-value email subscribers — typically your past customers and your most engaged subscribers. In Klaviyo, this is a segment you create based on purchase history or email engagement.

Why they get emails first: Past customers already trust your brand. They are the most likely to buy again and the most likely to share the sale with their network. Sending them the sale 24–48 hours before the general public creates genuine exclusivity and drives early revenue that builds social proof for the public launch.

How to create a VIP segment in Klaviyo:

1. Klaviyo → Audience → Segments → Create Segment
 2. Condition: "Has placed at least 1 order" OR "Has opened an email in the last 90 days"
 3. Name it "EOFY VIP" and save
 4. Use this segment for your VIP Early Access email
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Open Rate

What it is: Open Rate is the percentage of people who received your email and opened it. It is calculated as: $(\text{Unique Opens} \div \text{Emails Delivered}) \times 100$.

Benchmarks for EOFY:

- Below 15%: Your subject line is not working. Test a new one.
- 15% to 25%: Acceptable for a cold or full-list send.
- 25% to 40%: Strong. Your subject line is resonating.
- Above 40%: Excellent — typically only seen on VIP segments with high trust.

The most important lever for open rate: The subject line. Nothing else matters if the email is not opened. The subject line templates in this playbook are designed to be tested — if your open rate is below 20%, change the subject line and re-send to unopened subscribers.

Re-Send to Unopened

What it is: Re-sending to unopened means taking an email that was already sent, changing the subject line, and sending it again — but only to the subscribers who did not open the first version.

Why it works: Most email subscribers will not open your first send. A re-send with a different subject line can recover 30–50% of the missed opens without annoying people who already opened.

How to do it in Klaviyo:

1. After sending a campaign, wait 24–48 hours
 2. Create a new campaign with the same body but a different subject line
 3. Set the audience to "Received [Campaign Name] but did not open"
 4. Send
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Cart Abandonment Flow

What it is: A cart abandonment flow is an automated email sequence triggered when someone adds a product to their cart but does not complete the purchase. It typically consists of 2–3 emails sent over 24–48 hours.

Why it matters for EOFY: Cart abandonment rates increase during sale events because customers are comparison shopping across multiple brands. A well-timed cart abandonment email — especially one that reinforces the deadline — can recover 10–20% of abandoned carts.

When to use it: Tier 3 only for EOFY. Tier 1 and Tier 2 should focus on getting their campaign emails right before building flows.

Jab, Jab, Jab, Right Hook (JJJRH)

What it is: Jab, Jab, Jab, Right Hook is a framework from Gary Vaynerchuk's book of the same name. The principle is that you must earn the right to sell by giving value first. In email marketing, jabs are value-first emails (education, story, proof) that build trust and warm the reader. The right hook is the direct sales ask — the urgency email, the deadline reminder, the hard offer.

Why it matters for EOFY: A month-long sale campaign that sends nothing but promotional emails will see open rates and click rates collapse by Week 2. The JJJRH cadence keeps the list engaged and makes the Friday hook feel like a natural next step rather than an interruption.

The weekly structure:

- Tuesday: Jab 1 — Education (teach them something useful)
- Wednesday: Jab 2 — Story (founder story, customer story, brand story)
- Thursday: Jab 3 — Setup (social proof, review, testimonial — primes the Friday ask)
- Friday: Right Hook 1 — The Weekend Warning (direct sales ask with urgency)
- Saturday: Right Hook 2 — The Close (short, deadline-focused, one CTA)
- Sunday/Monday: Rest (no email)

Section 5 — Creative Terms

The 5 Creative Types

Every brand needs five distinct types of creative assets for a Meta campaign. These are not five variations of the same image — they are five fundamentally different approaches to communicating your product's value.

Creative Type	What It Is	What It Looks Like	When to Use It
Founder Origin Story	The founder explains why they built the product — the personal frustration, the gap in the market, the solution they created	Face-to-camera video, 30–60 seconds, personal and direct	Prep phase and early sale period — builds trust with cold audiences
UGC Demo	A real person (founder, customer, or creator) demonstrates the product in a real environment	iPhone video, unpolished, in a bathroom/kitchen/home setting	All phases — the most versatile and consistently high-performing format
Testimonial	A real customer quote or review, displayed prominently over a product image	Static image with quote as headline, clean product shot, review attribution	Launch week — converts fence-sitters who need social proof
Problem/Solution	A direct contrast between the problem the customer has and the solution the product provides	Split-screen video or static — problem on left, solution on right	Prep and launch — works well for cold audiences who have the problem but don't know your product
Pure Offer	The discount and deadline, nothing else	High-contrast static image — product, discount percentage, end date	Sale period only — do not run this before the sale opens

Hook

What it is: The hook is the first 3 seconds of a video ad or the first line of a static ad. It is the only thing that determines whether someone stops scrolling or keeps going.

Why it is the most important part of any ad: On Meta, the average person scrolls past an ad in 1.7 seconds. If your hook does not stop them in the first 3 seconds, the rest of the ad does not matter.

What makes a strong hook:

- It speaks directly to a specific person with a specific problem ("Still using makeup wipes that leave your skin dry and irritated?")
- It creates immediate curiosity or tension ("The 3 chemicals hiding in your bathroom cabinet")
- It makes a bold, specific claim ("One wipe. Full face of makeup. Just water.")
- It is visual — the first frame of a video should be visually arresting, not a logo or a title card

What kills a hook:

- Starting with your brand name or logo
- Starting with "Hi, I'm [Name] and I want to tell you about..."
- A generic claim ("Our product is amazing")
- A slow build-up before the point

Creative Angle

What it is: A creative angle is the specific lens or perspective through which you communicate your product's value in an ad. Different angles speak to different customer motivations — some people buy because of the outcome, some because of the story, some because of the proof, some because of the price.

Why you need multiple angles: No single angle will resonate with every potential customer. Running 5 different angles simultaneously allows Meta's AI to identify which angle resonates with which audience segment and optimise accordingly.

The System of Ideas formula: 1 Insight × 10 Angles × 5 Variations = 50 Creative Briefs. This is the framework for scaling creative volume without running out of ideas.

9:16 vs 4:5 vs 1:1 — Video Format Guide

Format	Ratio	What It Means	Where It Shows
9:16	Vertical (tall)	Hold your phone upright, like recording a TikTok	Instagram Reels, Instagram Stories, Facebook Stories
4:5	Slightly vertical	Slightly taller than square	Instagram Feed, Facebook Feed
1:1	Square	Equal width and height	Instagram Feed, Facebook Feed

The rule for EOFY: Shoot everything in 9:16 first. CapCut can crop 9:16 footage to 4:5 or 1:1 without re-shooting. You cannot go the other way.

Partnership Ad

What it is: A Partnership Ad is a Meta ad that runs from both a creator's Instagram handle and your brand's handle simultaneously. The ad appears as the creator's content in the feed — but it is boosted with your ad budget.

Why it outperforms standard brand ads: The ad carries the creator's credibility and accesses signals from two audiences. Meta's data shows a 99% probability that Partnership Ads outperform standard brand ads alone.

Dynamic Header: Always enable this option when setting up a Partnership Ad. It allows Meta's AI to automatically choose the best-performing handle combination for each impression.

UGC (User Generated Content)

What it is: UGC is content created by real people — customers, creators, or the founder — that looks and feels like organic social content rather than a polished brand ad. It is typically shot on a phone, in a real environment, with minimal editing.

Why it outperforms polished brand creative: UGC looks native to the platform. It does not trigger the viewer's "this is an ad" response. It carries the credibility of a real person's experience rather than a brand's marketing claim.

For EOFY: UGC is the most versatile and consistently high-performing creative format. If you can only shoot one type of creative, shoot UGC.

Post-EOFY: What to Do With What You Built

EOFY is not just a sale event — it is a data-collection exercise. By 30 June, you will have:

- **A fed Pixel** with real Purchase events — this is the foundation of every future campaign
- **Proven creative angles** — you now know which hooks, formats, and messages resonate with your audience
- **A segmented email list** — you know who bought, who opened but didn't buy, and who ignored everything
- **A retargeting audience** — everyone who visited your store during EOFY is now a warm audience for your next campaign

Three things to do in the first week after EOFY closes:

1. **Identify your best-performing creative** — the ad with the highest CTR and ROAS during the sale period. This is your evergreen creative. Keep it running at a low budget (\$20–\$30/day) as a always-on prospecting ad.
 2. **Segment your new buyers in Klaviyo** — create a segment of everyone who purchased during EOFY. Set up a simple 2-email post-purchase flow: Email 1 at Day 3 (thank you + how to get the most from the product), Email 2 at Day 21 (re-order prompt or complementary product recommendation).
 3. **Set your baseline metrics** — record your EOFY ROAS, CPM, CPC, CTR, email open rates, and conversion rate. These are your benchmarks for every future campaign. The next sale event (Black Friday, Christmas, Valentine's Day) starts with these numbers as the floor.
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End of Glossary & Reference Index