

ADVANCED ADVERT **STRATEGY**

CALL-OUT



VALUE



CALL TO ACTION

GET STARTED →



WHEN YOU POST ONLINE OR TALK TO A POTENTIAL CUSTOMER, DON'T RAMBLE. USE THIS 3-PART FORMAT: CALL THEM OUT, GIVE VALUE, THEN TELL THEM WHAT TO DO NEXT.

REAL EXAMPLE (FOR A MOBILE NAIL TECH):

- **CALL-OUT: "LADIES WHO WORK 9-5 AND HATE THE SALON WAIT..."**
- **VALUE: "I BRING CLEAN, BEAUTIFUL STICK ON NAILS TO YOUR HOUSE NO LINES, NO GOSSIP, NO DRAMA."**
- **CTA: "DM ME FOR THIS WEEK'S OPEN SLOTS."**

1. FOOD DELIVERY (HOME-COOKED MEALS)

CALL-OUT: "TIRED OF EATING DRY TAKEAWAYS OR SKIPPING LUNCH AT WORK?"

VALUE: "WE DELIVER FRESH, HOME-COOKED RICE AND STEW DAILY HOT, AFFORDABLE, AND MADE WITH LOVE."

2. MOBILE HAIRDRESSER

CALL-OUT: "MOMS WHO CAN'T FIND TIME TO DO THEIR OWN HAIR..."

VALUE: "I DO PROTECTIVE STYLES FROM THE COMFORT OF YOUR HOME FAST, NEAT, AND KIDS AROUND? NO PROBLEM."

CTA: "DM 'HAIR' FOR THIS WEEK'S MOBILE BOOKING SLOTS."

3. FITNESS COACHING

CALL-OUT: "IF YOU'VE GAINED WEIGHT AND YOUR JEANS ARE PROTESTING..."

VALUE: "I HELP BUSY WOMEN LOSE WEIGHT WITH HOME WORKOUTS AND SIMPLE MEAL PLANS NO GYM, NO SHAME."

CTA: "MESSAGE ME 'START' AND LET'S GO."

4. CUSTOM CLOTHING

CALL-OUT: "HAVE A WEDDING OR EVENT AND NOTHING TO WEAR?"

VALUE: "I DESIGN & SEW UNIQUE OUTFITS WITH A GUARANTEED FIT READY IN 5 DAYS OR LESS."

CTA: "SEND ME YOUR MEASUREMENTS TO GET STARTED."

5. ACADEMIC TUTORING

CALL-OUT: "PARENTS, ARE YOUR KIDS STRUGGLING WITH HOMEWORK?"

VALUE: "I OFFER AFTER-SCHOOL TUTORING (GRADE 4-7) THAT BOOSTS CONFIDENCE AND EXAM RESULTS."

CTA: "REPLY 'TUTOR' TO BOOK A FREE 10-MIN CONSULTATION."

**CALL-OUTS TO YOUR
CUSTOMER?**

**WHAT VALUE ARE YOU
OFFERING?**

YOUR CALL TO ACTIONS

**CALL-OUTS TO YOUR
CUSTOMER?**

**WHAT VALUE ARE YOU
OFFERING?**

YOUR CALL TO ACTIONS

DAILY SOCIAL MEDIA STRATEGY FOR YOUR BUSINESS

CALL-OUT



VALUE



CALL TO ACTION

GET STARTED →



CALL OUT YOUR CUSTOMER

GIVE THEM VALUE

CALL THEM TO ACTION

WHICH PLATFORM IS YOUR CUSTOMER ON?

WHICH OPTION OF CREATION ARE YOU GOING TO USE? (E.G CAROUSEL)
