

Week 5 — Distribution, Signal Reading & Expansion

View များထက် business signal ကိုဖတ်ပြီး winner content ကိုချဲ့တဲ့ နမူနာ။

ဖြည့်သွင်းသူ

နမူနာ ကျောင်းသား

လုပ်ငန်းအမည်

နမူနာ လုပ်ငန်း

နေ့စွဲ

၂၀၂၆ ဇူလိုင်

1

Platform တစ်ခုချင်းစီရဲ့ Role

TikTok = discovery. Facebook Reel = reach + trust.
Facebook Post = explanation. Messenger = diagnosis + conversion. Email/Viber = nurture + repeat.

2

၁၄ ရက် Posting Matrix

Day 1 pain reel, Day 2 checklist post, Day 3 proof story, Day 4 founder POV, Day 5 FAQ reel, Day 6 worksheet demo, Day 7 live recap. Week 2 မှာ winners remix.

3

Signal ၅ ခု Dashboard

Watch time, save/share, comment quality, Messenger DM, sales conversation. Main KPI: qualified DM per post and consultation booking.

4

Post ၅ ခု Signal Tag

Post A: saves high. Post B: DMs 12. Post C: comments “price?” high. Post D: shares high. Post E: sales call 3. Winner = Post B/E.

5

Winner ၃ ခုရွေးပါ

၁။ “Marketing မစနစ်ကျတဲ့ လက္ခဏာ ၅ ခု” ၂။ “Ads မထည့်ခင် checklist” ၃။ “Owner မပါဘဲ content calendar ဆွဲနည်း”

6

Winner ကိုချဲ့ခြင်း

Winner တစ်ခုကို Facebook long post, reel, live topic, ad creative အဖြစ်ချဲ့မယ်။ 3 winners x 4 assets = 12 assets.

7

ဆုံးဖြတ်ချက် Log

A repeat, B amplify, C rewrite hook, D repeat as carousel, E amplify to webinar CTA. No signal posts ကို retire folder ထဲထားမယ်။

8

Marketing နဲ့ Sales Chain

Traffic → checklist download → Messenger diagnosis → webinar invite → program application → payment.
Bottleneck: diagnosis reply speed.

9

ဈေးနှုန်း / AOV / Lead Quality

Program price: 300,000 MMK sample. Qualified lead: business page exists, wants more sales, can implement weekly, decision maker is owner.