

Week 6 — Ads, Conversion & 90-Day Operating System

Organic winner ကို small-budget ad test, conversion path, team owner, 90-day rhythm အဖြစ် ပြောင်းတဲ့ နမူနာ။

ဖြည့်သွင်းသူ

နမူနာ ကျောင်းသား

လုပ်ငန်းအမည်

နမူနာ လုပ်ငန်း

နေ့စွဲ

၂၀၂၆ ဇူလိုင်

1

Ads readiness score

Score 7/10. Winner asset ရှိ၊ CTA ရှိ၊ Messenger script ရှိ။ အားနည်း link: retargeting audience setup နဲ့ weekly dashboard မပြသေး။

2

Organic winner ရွေးခြင်း

Winner 1: “Ads မထည့်ခင် checklist” - DMs 18. Winner 2: “Owner မပါလည်း marketing run နည်း” - saves 46. Winner 3: worksheet demo - consultation 4.

3

Ad စမ်းသပ်မည့် Plan

Objective: messages. Audience: Page engagers + interest small business. Budget: 30,000 MMK/day x 5 days. Success: qualified DM cost < 8,000 MMK. Stop rule: 72 hours no qualified DM.

4

Creative version များ

A: pain hook. B: checklist hook. C: founder proof. D: worksheet demo. Same CTA: “Marketing Checklist PDF ယူပါ”.

5

Lead journey map

Ad/post → checklist PDF → Messenger keyword → qualifying 3 questions → sales conversation → program page/payment → onboarding group.

6

Messenger follow-up script

Hi, checklist ယူချင်တာတွေပါတယ်။ လုပ်ငန်းအမျိုးအစားက ဘာလဲ? လက်ရှိ marketing bottleneck က content, ads, sales follow-up ထဲကဘယ်ဟာလဲ? ပြီးရင် သင့်အတွက် next step ပြောပေးပါမယ်။

7

Retargeting စနစ်

Video watchers: checklist ad. Engagers: webinar invite. Messaged not bought: proof + FAQ. Bought before: advanced marketing system offer.

8

Team တာဝန်ခွဲခြား

Strategist: weekly offer/theme. Content: 5 assets/week. Ads: 2 tests/week. Sales: DM response within 4 hours. Data: Monday dashboard.

၉၀ ရက် Operating Calendar

Month 1 foundation + content engine. Month 2 distribution + signal reading. Month 3 ads + conversion optimization. Weekly rhythm: Monday dashboard, Wednesday production, Friday winner review.