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HOW TO MAKE YOUR MARKETING WORK HARDER

Not with a bigger budget. With a smarter setup.

The Problem

THE PRESSURE IS REAL — AND IT'S ACROSS EVERY CHANNEL

+ 20%

Meta CPMs rose year on year in 2025. Same budget = fewer people reached.

Open ↑ & Clicks ↓

Email inboxes are saturated. People are scanning. Action is harder to drive.

More ≠ More

More posts, more sends, more spend — but diminishing returns across the board.

**Stop chasing
attention.**

Start converting it.

The Framework

BEFORE ANYONE BUYS, THEY'RE ASKING 4 QUESTIONS

1. Is this for me?

2. Which option should I choose?

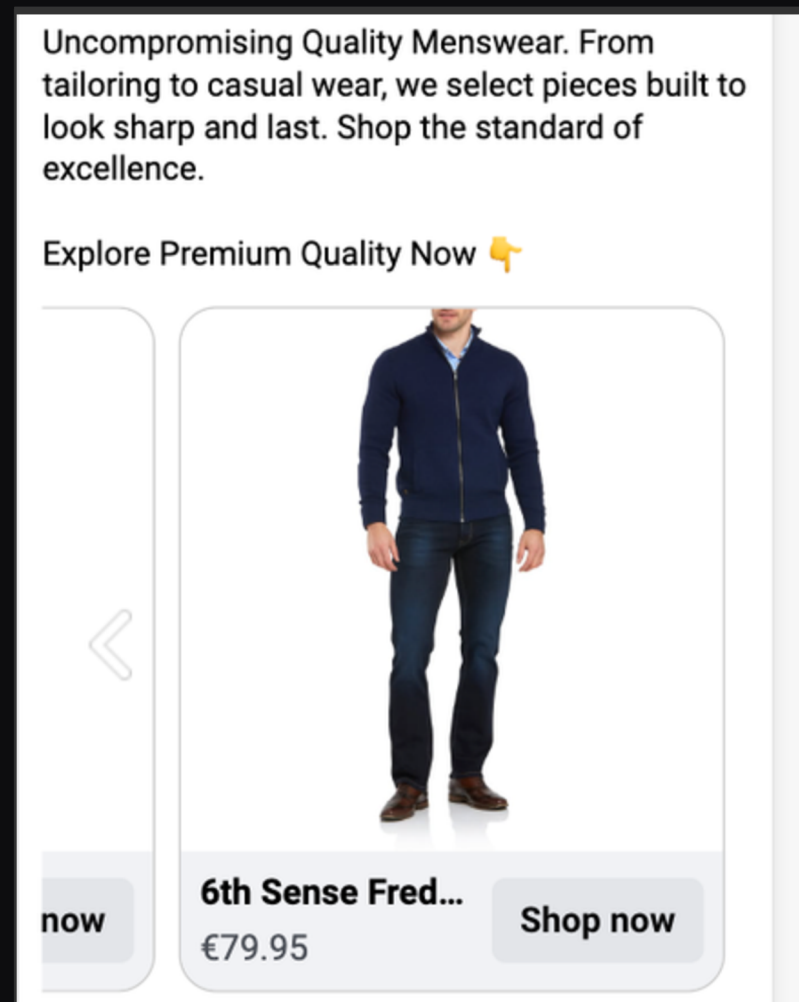
3. Is it worth the money?

4. Can I trust the brand?

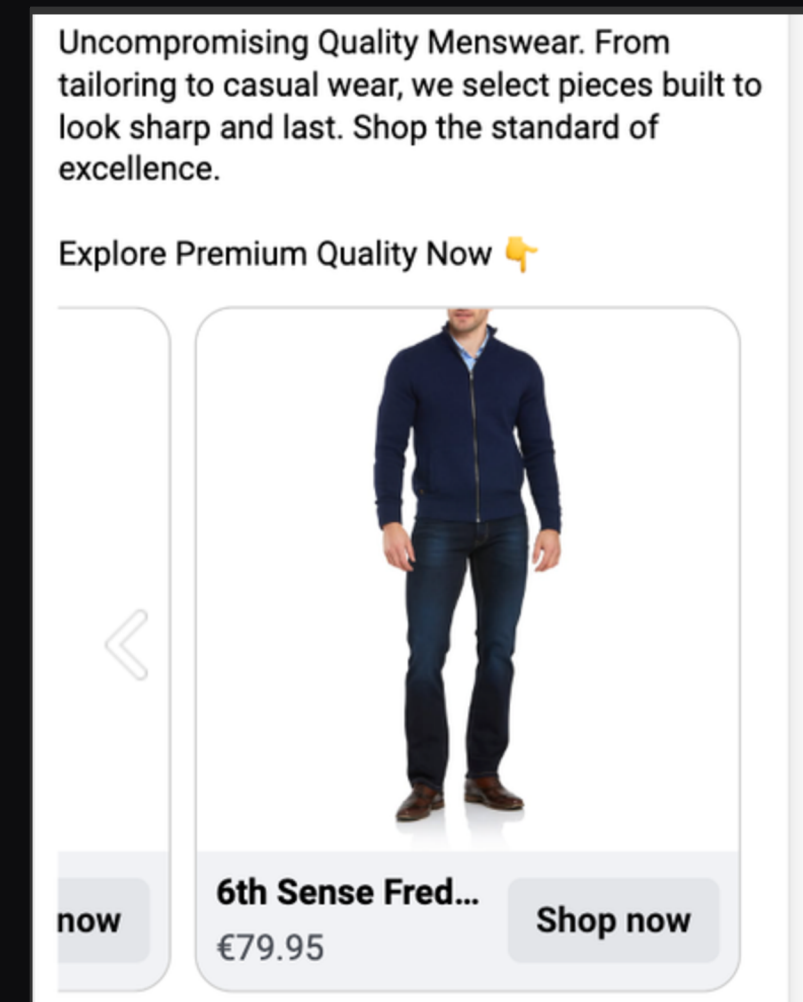
**What
opportunities are
being missed?**

This is what your customer sees right now

Before they click



After they visited a product



THEIR INTENT CHANGED. **YOUR AD DIDN'T.**
THAT'S WHERE THE MONEY IS BEING LOST

INTENT BUILDS IN LAYERS — MOST BRANDS ONLY SHOW UP AT ONE

Stage 01

AWARENESS

Is this for me?

Stage 02

RELEVANCE

This looks interesting

Stage 03

EVALUATION

Which one? Is it worth it?

Stage 04

DECISION

Can I trust them?

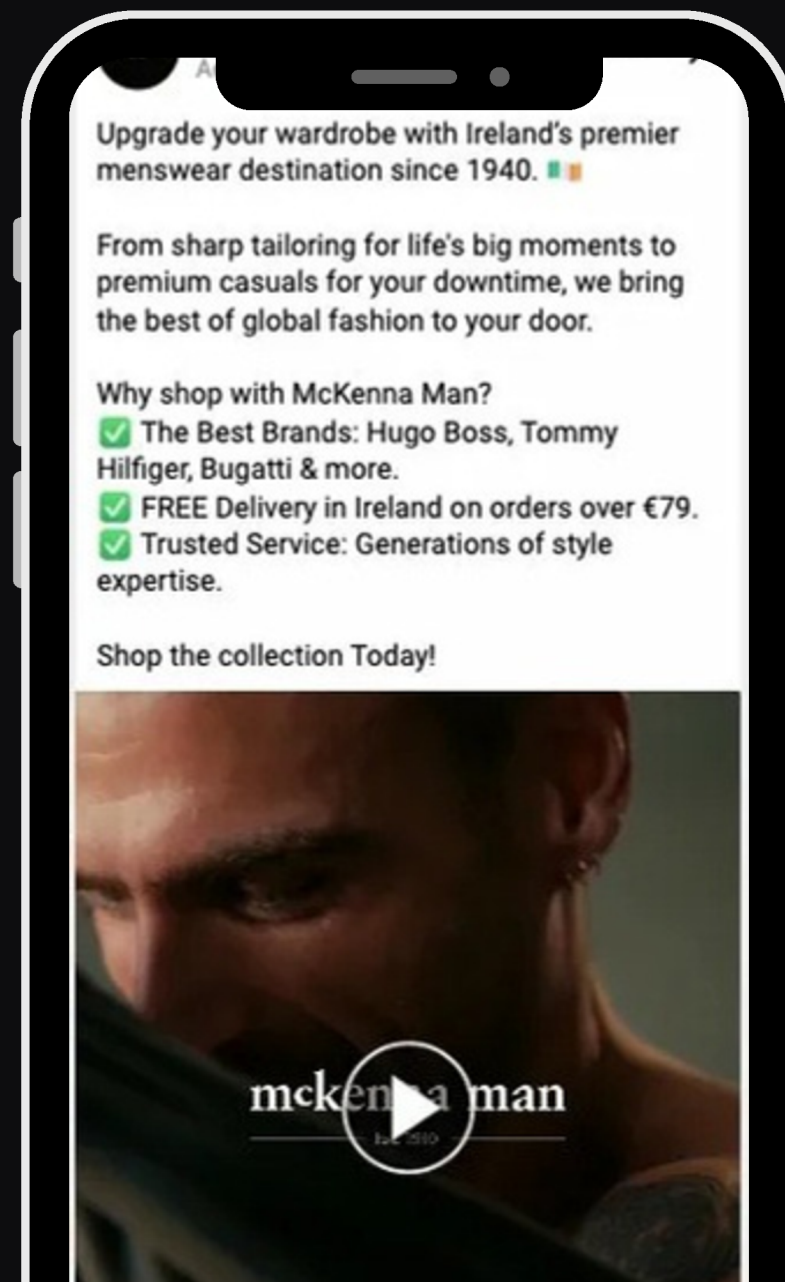
MOST BRANDS RUN THE SAME CREATIVE ACROSS ALL 4 STAGES.

CONVERSIONS HAPPEN AT THE BOTTOM.

RIGHT MESSAGE. RIGHT PERSON. RIGHT STAGE.

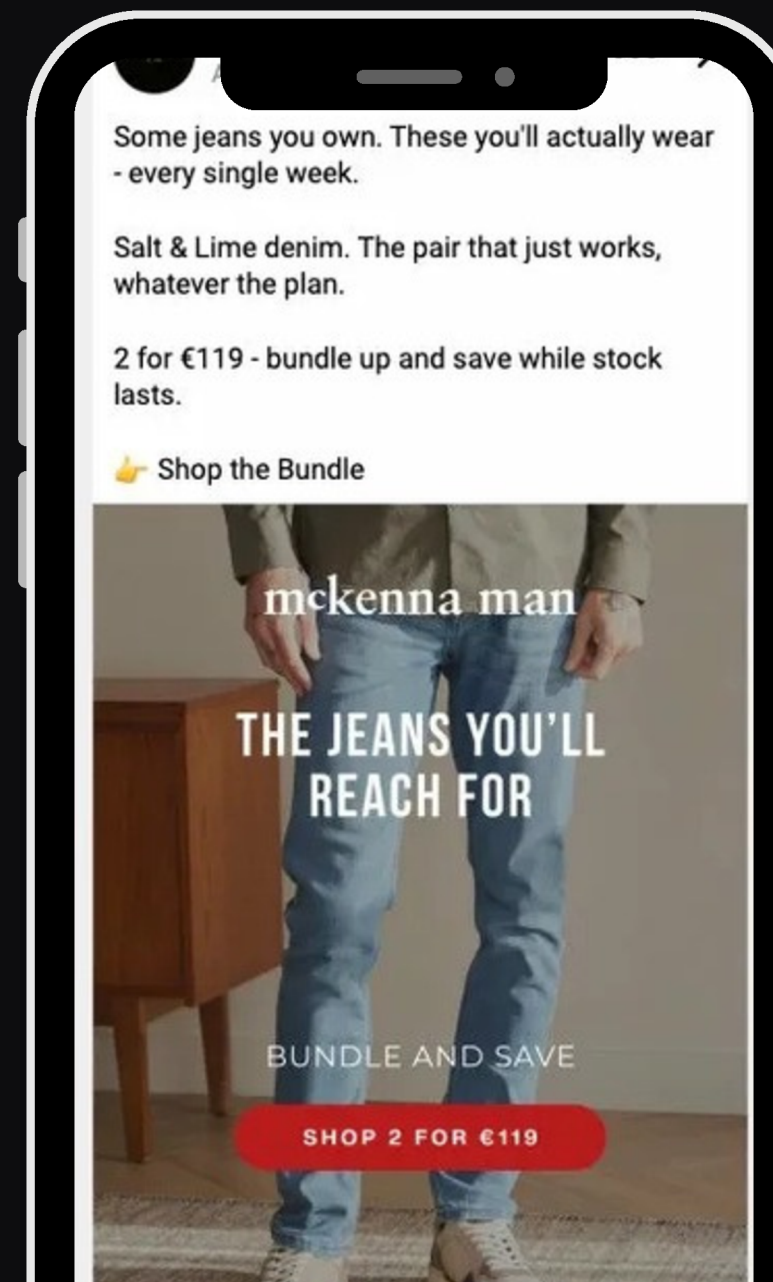
TOP OF FUNNEL

Is this for me?



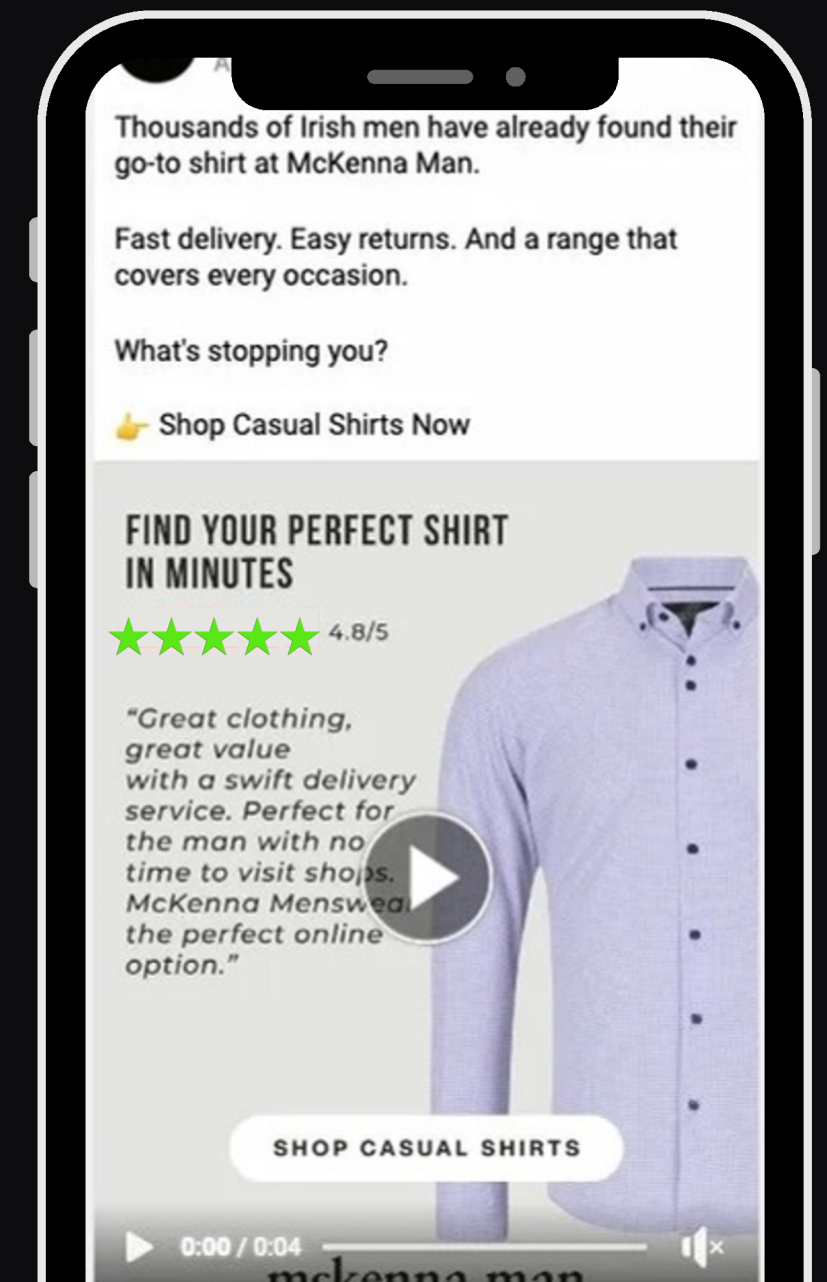
MID FUNNEL

Is it worth the money?



BOTTOM OF FUNNEL

Can I trust the brand?



DON'T DESCRIBE WHAT IT IS. **SHOW WHAT IT ENABLES**

Robotic Lawnmower

MOWS ITSELF — **SO YOU CAN**
GET YOUR WEEKENDS BACK.

Full Seam-Sealed Jacket

STAYS DRY IN A DOWNPOUR — **SO YOU CAN**
GET THE JOB DONE WHATEVER THE WEATHER.

Once Daily Joint Supplement

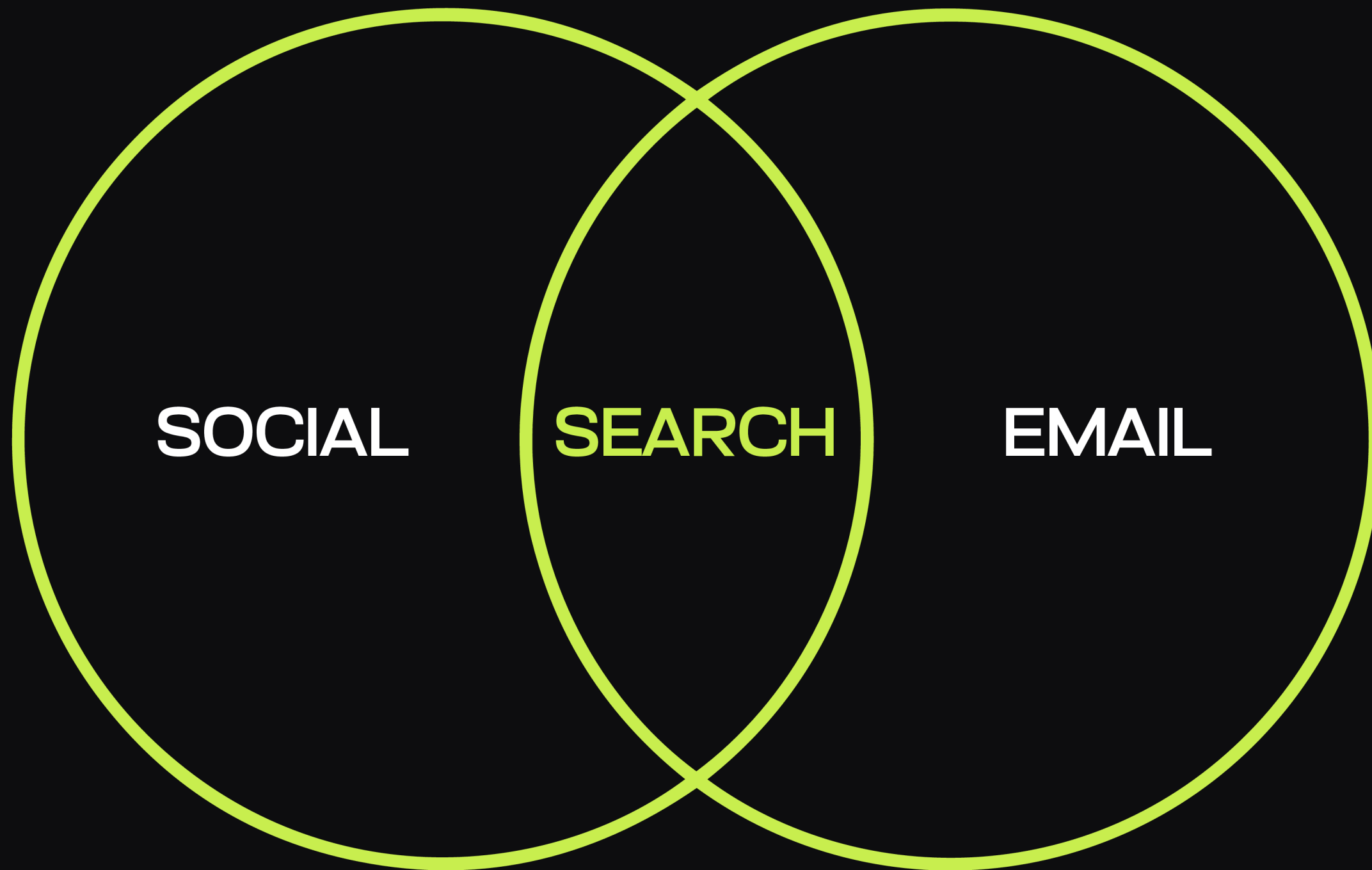
SUPPORTS MOBILITY — **SO YOU CAN**
KEEP DOING THE THINGS YOU LOVE.

COLD. VS WARM

3 THINGS TO ACT ON TODAY

1. EVERY AD ANSWERS 1 OF THE 4 QUESTIONS.
2. DIFFERENT ADS FOR COLD AND WARM AUDIENCES.
3. USE THE "SO YOU CAN" METHOD.

GOOGLE SIT IN THE MIDDLE OF THE JOURNEY



SOCIAL

Builds intent. Starts the journey.

SEARCH

Captures intent at the moment of decision.

EMAIL

Retains it. Turns buyers into repeat customers.

2 THINGS TO ACT ON TODAY

1. PRODUCT FEED - MOST IMPORTANT ASSET

Vague titles, weak images, missing details – Google can't match you to the right search.

2. DEFEND YOUR BRAND

Your competitors can bid on your name. Losing a repeat buyer isn't acquisition - it's revenue defence.

Social earns the intent.

Email turns it into
revenue.



€45

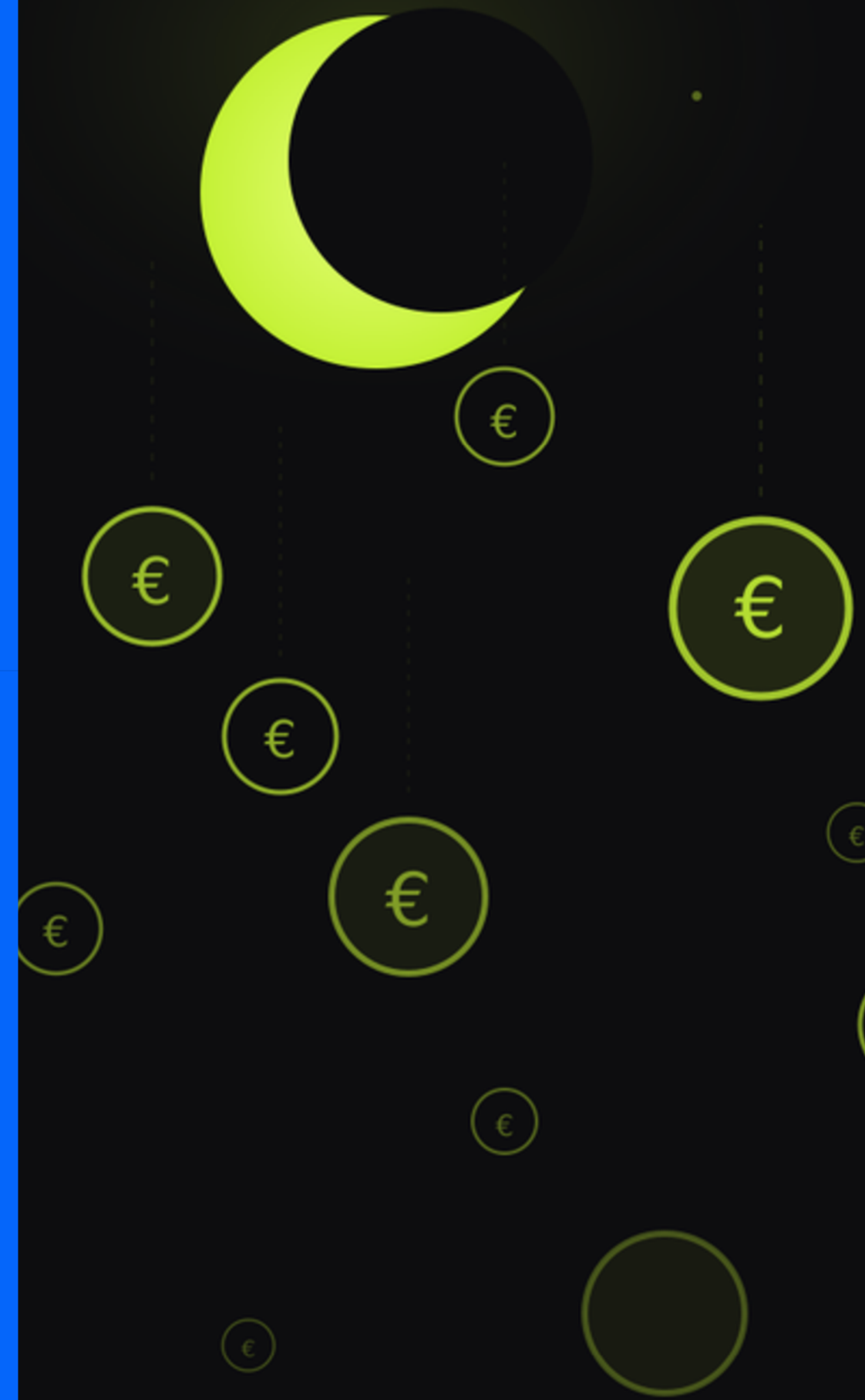
returned for
every €1 spent
on email

Automations

(Flows)

Automations are money while you sleep.

Most retailers just haven't gone to bed yet



Automated.

Not Abandoned.

Sending the same email to
everyone is not a *strategy*.

It's a **broadcast**.

The Big Three



How many
do you have
running right now?

If you're not — this is where to start.

01 /03 Abandoned Cart

70%

Never Complete Purchase

Add to basket — then leave

20%+

Converts Within 1 Hour

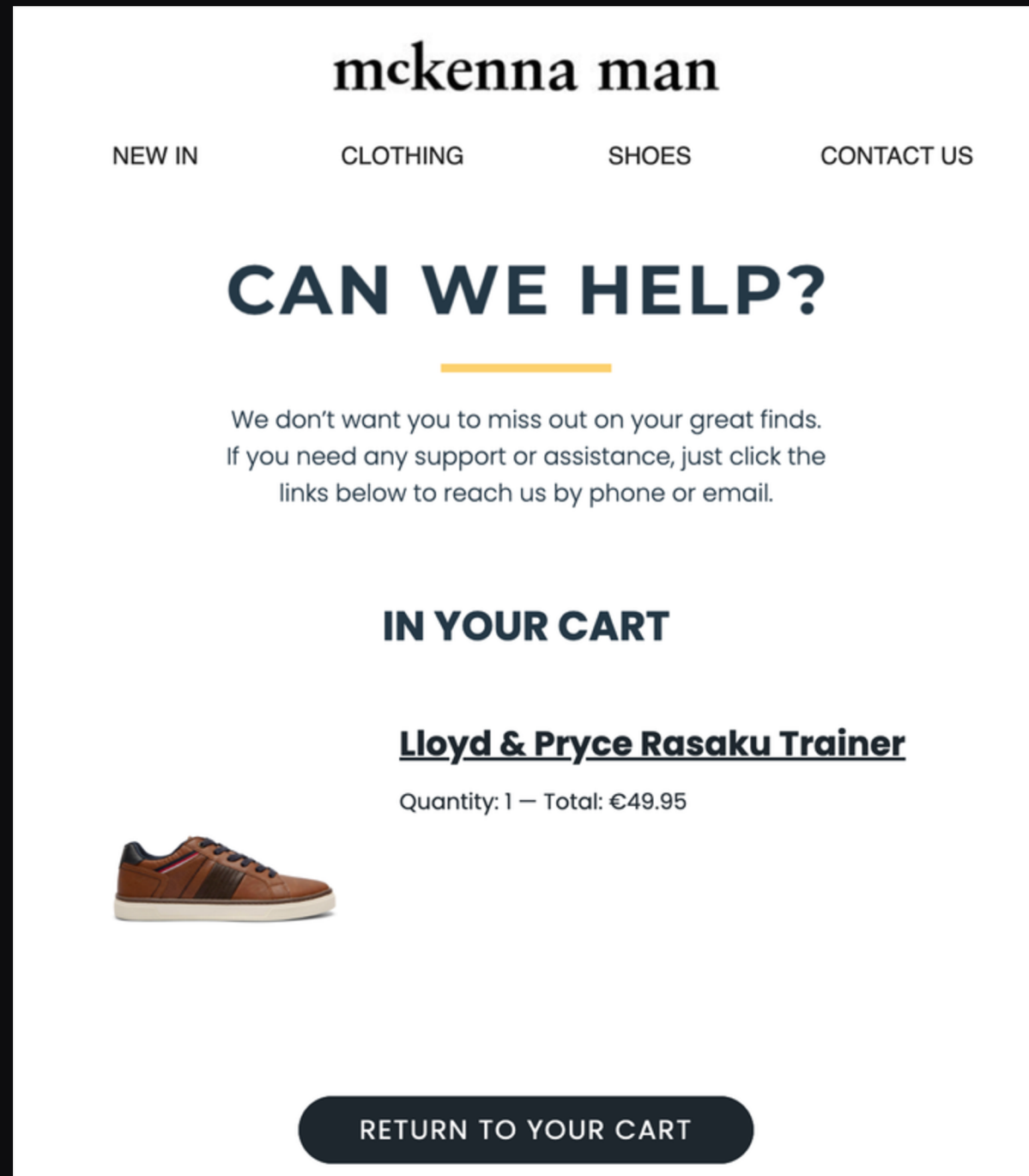
Peak window before intent
drops

50%

Average Open Rate

Most relevant email you'll ever
send

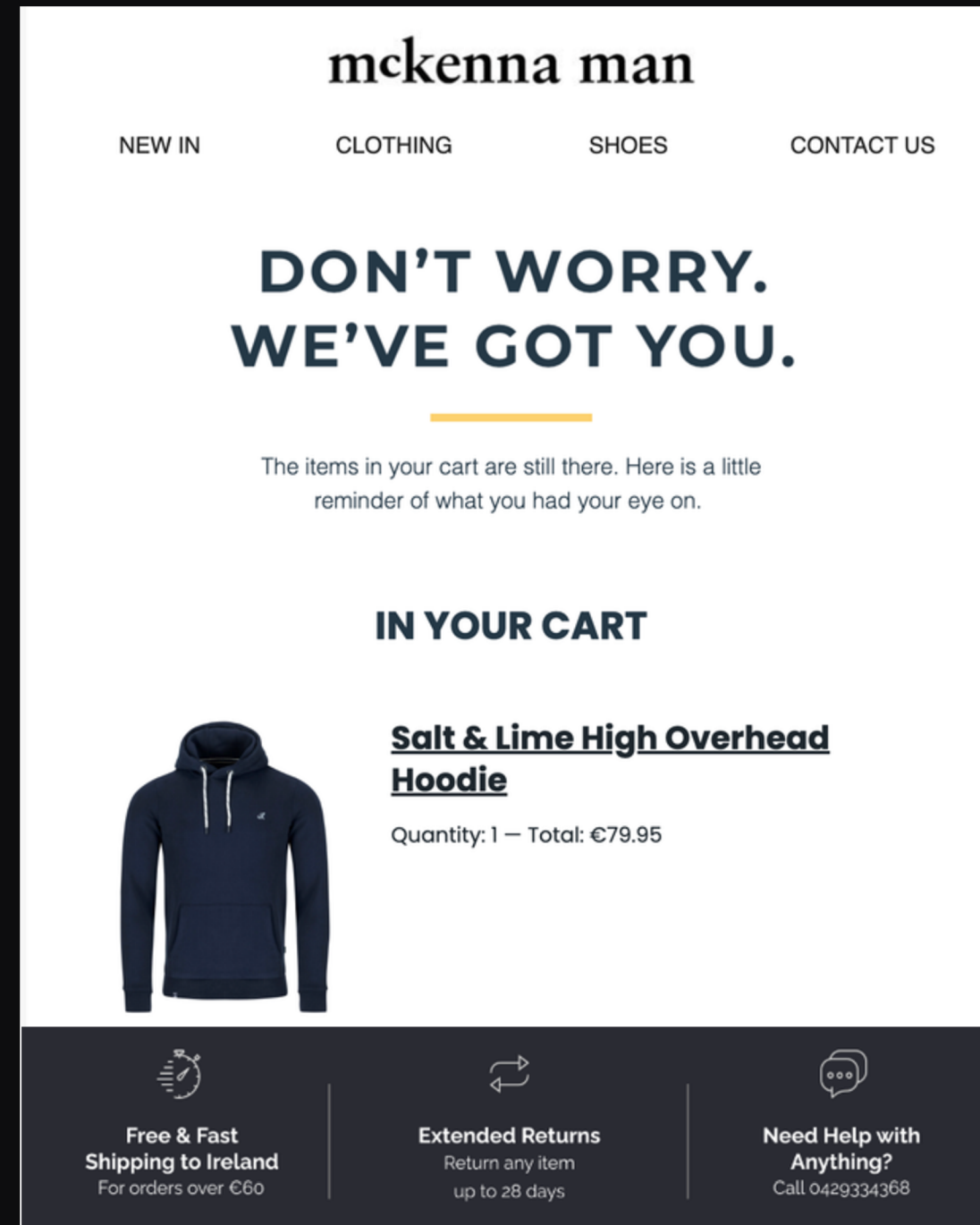
02 /03 Abandoned Cart



01

Gentle reminder

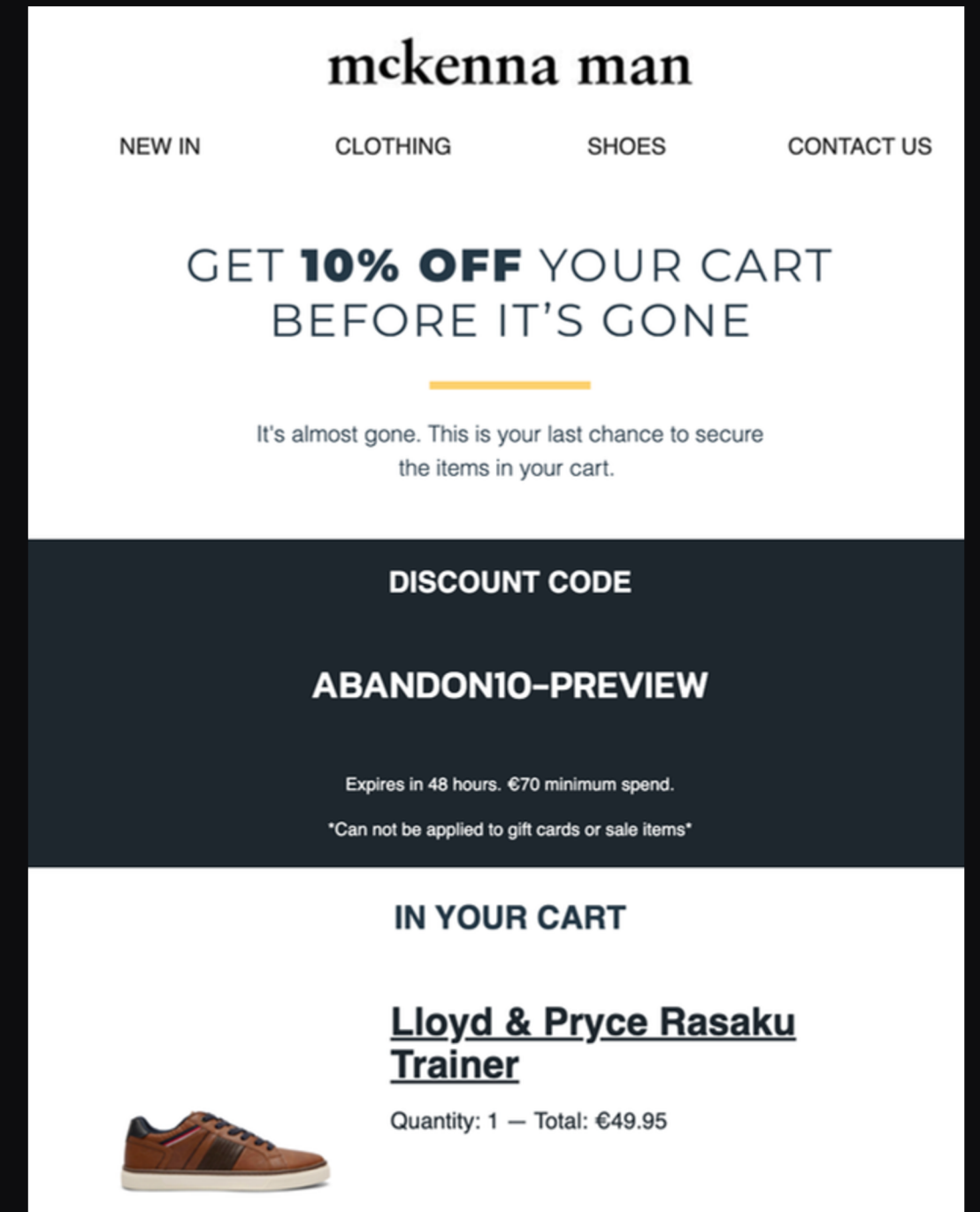
1 hour after



02

Address the hesitation

24 hours after



03

Incentive (optional)

72 hours after

80%+

Average Open Rate

Never bought yet

Give them a reason to take that first step

Convince

First-time buyer

Help them feel great about the decision they just made

Reassure

Browsed.
Interested.
Gone.



Not forever.



The sale isn't
the finish line.

KITCHENKIT

ORDER ONLINE TRADE KITCHENS

**ALRIGHT LADS,
LISTEN UP!**

**YOU KNOW THE SCORE...
TIME IS MONEY!**

CHA-CHING!
Get it. Fit it. Get paid.

**YOU KNOW
THE DRILL!**

(And we're not just talking about
the 18V one in your van)

**MORE CLICS THAN
YOUR MATES' KNEES!**





+811%
email revenue growth

Same Product
Same Audience
Same Channel

Better Email.

This Week: Your Action Plan



Go Into Your Platform

When did you last look at your flows?



Are the Big Three Live?

Working — or relics from two years ago?



Start With Abandoned Cart

Fastest win, highest impact



Check Your List Growth Rate

Are at least 5% of visitors becoming subscribers?



Quarterly Health Check

Under an hour. Catches issues before they drain performance. Not a deep-dive — just a sense check.

The intent is there.

**Is your email
ready to catch it?**

Anyone can do this.

Most just haven't.

The right message.
The right person.
The right moment.

THREE CHANNELS

- Social
- Search
- Email

One Journey.

Thank You!

